

# ELECTRICAL MERCHANDISING WEEK

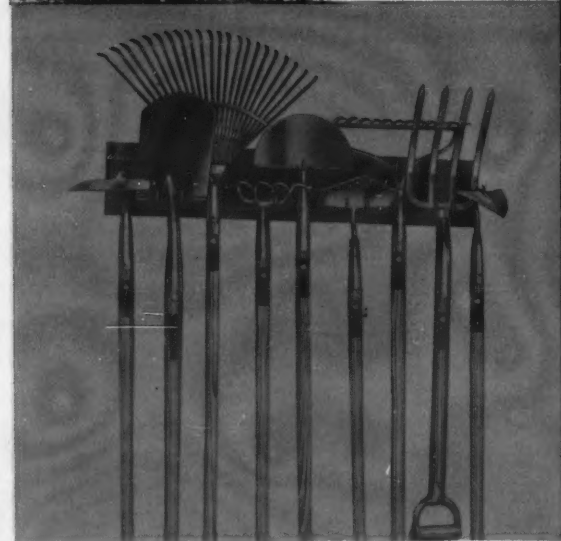
MARCH 6, 1961

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



Is Your  
Next Move  
Into The  
Outdoor  
Market?



*It's March and the voice of spring is heard in the land. For the retailer—almost any kind of retailer—that voice can spell extra business in a variety of outdoor products. But lots of people are in the act already and if you're wondering whether you should join the chorus, our complete wrap-up of the outdoor market is just what you need to make your decision. **see page 6***

**Lemons on a cherry tree?** *There was a sour aftertaste to some of this year's Washington birthday sales.....***see page 2**

**If tubes cost more will set prices go up?** *That's the question TV makers ask in wake of 19-inch tube boost....***see page 8**

**Will Buy American boycott work?** *Emotions got a better press than cold facts in Chicago last week .....***see page 8**

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## STRAIGHT FROM WASHINGTON

**VERY LITTLE HOPE FOR IMPROVED SALES** in the next six months is held out to appliance dealers in the latest survey of consumer intentions. The public, says the Federal Reserve Board, still is mighty cautious about purchases of refrigerators, washing machines, TV sets.

There are some minor exceptions. But, overall, "the sum of buying plans . . . was substantially below the total reported in January, 1960." This was true "for all major income and age groups and for each of the four geographic regions." The survey was made in January.

**Refrigerators:** 3.7% of the families checked said they planned a purchase within six months. This was a slight rise from the 3.3% in October, but well below the 4.4% of January, 1960.

**Washing machines:** The percentage of families planning to buy this spring also moved up a notch since October, from 5.4% to 5.5%. The January figure of 5.5% was down from the 6.4% of a year ago.

**TV sets:** The January percentage of buying intentions showed the normal drop from October, when Christmas purchases were involved. The figures were 4.4% in January, 4.8% in October and 4.5% a year ago.

The Federal Reserve survey showed similar trends for dryers, dishwashers, air conditioners, and radio and phonograph equipment. ■

**MORE HOPE OVER THE LONG TERM** is implicit in the new housing program being devised by the Kennedy administration.

Steps already have been taken to ease mortgage credit and make terms more liberal—and there undoubtedly will be more to come. The lag in new home construction has, of course, been a major deterrent to appliance sales.

The problem plaguing Kennedy planners is that they see a relatively soft housing outlook in the kind of market that sustained the industry during the postwar years. With the wartime backlog finally cleared up, the simple easing of terms may not do the job.

The Federal Reserve survey cited above, for example, shows a continued decline in the percentage of families planning to buy new homes.

So there will be increasing emphasis on special programs for special markets. These include housing for the elderly, college housing, rental housing, nursing homes and public housing (particularly urban renewal).

Practically every one of these programs is in need of new money or new authority to make loans and grants. Both the administration and Congress are committed to enacting an omnibus bill before Congress goes home this summer.

The new Department of Urban Affairs planned by President Kennedy will not include much more than housing at the outset. This will lend emphasis to problems of the industry. ■



## Why Lemons Grew

How were George Washington's birthday sales? The hard-nosed dealer from New York could not tell a lie: "George laid an egg." Dealers across the country echoed, "Ugh."

An EM WEEK spot check of major cities last week showed few dealers had even given George a chance to move the goods. And most of those who had, came up with lemons instead of cherries. Here are the dealers' disgruntled comments about special sales days in general—and George's birthday in particular.

**CHICAGO**—Harry Richmond of Radio Surgeons ignored the festive day. "I've never felt it had any strength. People just aren't going to buy a TV set because it's Washington's birthday."

Al Diller of Irv Wolfson's snapped, "Washington's birthday? It doesn't mean a thing. Save it for the department stores."

But a department store chain which promotes heavily, Wieboldt's, ignored the day completely. One reason: Wednesday generally is an off-day for the chain. Instead, Wie-

boldt's ran "Honest Abe Values" on Lincoln's birthday, a Monday.

**DETROIT**—Dealers snubbed Washington's birthday in this city of wheels that aren't spinning. And their reason was a sound one: "It would be foolish to spend money on an ad when the recession has so seriously curtailed appliance purchases," one man summed up.

In nearby Dearborn, though, Adray Appliance & Camera sent out some 80,000 mailers and was "surprised" at the interest created.

**DALLAS**—Ads on Feb. 22 celebrated everything from spring to an 88-cent sale, but nobody mentioned George. Just for an idea of Texas-size prices, though, here's what they're asking in "Big D": G-E five-cycle, Filter Flo washer with automatic bleach dispenser, \$249.95; Carrier 1-hp, 9,600 Btu air conditioner, \$189.95; Westinghouse 1½-hp, 13,500 Btu unit, \$199.95.

**WEST COAST**—Los Angeles appliance men failed to use Washington's

## Wiring Conference Demonstrates



NWB's John Biggi listens to contractor experience at Medallion Home forum.

## MARKET REPORTS

## On Cherry Trees

birthday as a special peg for sales. "Business is still soft all over," one store's ad manager griped. "It's ceased to be an exciting venture, but just work."

San Francisco Bay Area dealers, on the other hand, had something other than the recession to blame their lack of promotion. Most of their stores were closed Feb. 22. Clerks in all the big stores are unionized and it was a holiday for them.

There were exceptions: Shoppers World and closed-door U.S.E. gave housewares a big play. And Hale's in Oakland pushed white goods.

**MIAMI**—Only one appliance operation—Jefferson Stores, at that—observed Washington's birthday here. One man blamed lack of promotion on the fact that George wasn't the father of this particular part of the country. (The Spanish colony of Florida was sold to the U.S. in 1819.)

What about the 10-store Jefferson chain, which bucked history? Jefferson's Ray Mufson gloated: "It was tremendous . . . the big splash was

at our super store in Fort Lauderdale. We'll run it again next time there's a Washington's birthday."

**NEW YORK**—Discount chains Davega and Friendly Frost were the biggest celebrators in the city. A spokesman at the latter summed up the day's business this way: "It was a little hard in coming. Oddly enough, white goods accounted for about 60% of sales. Of course, you get carried away with figures until you put them down."

**WASHINGTON**—Even in the birthplace of birthday sales, the events lacked punch. There were exceptions. Mike Filderman, George's Radio-TV executive vice president waxed enthusiastic: "It was the biggest dollar volume we've ever had." Only real sale items at George's were so-called "junk" goods, trade-ins and floor demo models, which George's completely sold out for the first time in its Washington's birthday sale history.

And that pretty well summed up the national opinion.

## Confident Industry's Sales Skills

Things have changed in wiring industry sales meetings and the changes are good ones. The new look was quite evident at the National Wiring Bureau's 17th annual national wiring sales conference in Chicago.

Whistling in the dark no longer, the NWB conferees got quickly down to the brass tacks of passing along proven sales techniques and summing up promotional case histories.

The wiring industry has learned, it would seem, that it too can sell homeowners ideas; that "Housepower" and "Medallion Homes" and other familiar programs are good sales vehicles, and that the several elements of the industry can work together to upgrade their mutual products.

**They never had lost their faith.** But it used to be different when they got together to learn the art of selling. Without anything but a history of service—albeit a good one—the wiring and utility people had found themselves in a hot competitive battle with gas. But they had no tools

at hand. So the sales meetings presented big names in sales, and the questions were all, "What do you do if . . . ?"

Now it's, "Here's what we did when . . ." all day long while speakers present their company programs and questioners add their experiences. This year they didn't even use the recession as an excuse, but merely mentioned it as another factor in the year's business.

**The newest NWB program** is aimed at commercial wiring and requires that the sales techniques be applied to businessmen. Called "Keep Pace Electrically" and promoted on a smaller scale than "Housepower," it already is paying off for those who try it. (The Medallion Home program, while cooperatively interesting to the NWB, is principally a utility plan, worked through EEI.)

At the conference, NWB announced a new Housepower program for 1961, headlined by TV star Dorothy Collins, and riding piggyback on the EEI Medallion Home "Saturday Evening Post" ad.

**MIDWEST . . . CHICAGO**—There was plenty of action along State Street last week as the big department stores continued to feed Chicagoans a rich, promotional diet. But out in the neighborhoods, dealers found business slow and customers wary.

"I'm thinking of shutting down for a couple of weeks and going to Florida," one man muttered. "February is usually slow, but this is silly."

Hardest hit were dealers on Chicago's South Side. They normally draw their customers from the steel mills, stock yards and oil refineries. With unemployment high, customers were saving their money for essentials: food, clothing, medicine. And hard goods retailers were feeling the pinch.

Leo Berman, with stores in Chicago and in steel-heavy East Chicago, Ind., tried to build traffic with a couple of big promotions. The response? "We didn't make the cost of our postage stamps. Now, I'm holding back on all my promotions until things get better." What was moving for Berman? "Not a damn thing," he answered.

On the North Side, Al Diller, manager of Irv Wolfson Co., was a little happier. "It's been slow," he observed, "but when we advertise we do get traffic."

Wolfson's ran a clearance sale two weeks ago, using ads in daily and neighborhood newspapers to push it. The reaction was good, though not sensational. Best movers at Wolfson's have been portable television and low-end refrigerators and laundry units.

A suburban dealer was happiest of all. "We don't feel the pinch as much out here," he explained. "Our people are working and making money and they're spending it."

But out in Gary, Ind.—racked in succession by the 1957-58 downturn, the 1959 steel strike and the present recession—dealers were just plain glum. "I'm trying to ride this out," one man snapped. "It's past noon already and I haven't seen a customer yet today. Advertising, promotions, nothing brings them in. What do you do?"

**SOUTH . . . NASHVILLE**—Appliance sales at the retail level were showing small but significant gains over the first part of 1960, a survey of Nashville businesses showed.

L. L. Davis, manager of the appliance department at Moore-Handley Hardware Co., Inc., summarized the dealers' outlook:

"December probably was the bottom of our recession. Sales have started climbing again. This is sort of a 'return to normalcy.' The dealer who wants to move merchandise can now move it again."

John Renfro, advertising manager for Sears Roebuck & Co., said Nashville's economy was "bouncing back" from its low point last year.

Roy Camp, manager of the appliance department at Cain-Sloan Co. Department Store, concurred with Renfro, and cited the Nashville Electric Service annual report as proof. The report said Nashville appliance sales were down 1.5% in 1960, compared with 20% to 25% for the nation as a whole.

John Sloan, vice president of Cain-Sloan, said his firm's appliance sales

for January, 1961, increased "3% or 4%" over January, 1960.

Davis of Moore-Handley, a distributor, said the annual report of the Nashville Electric Service only gauged the percentage of rise or fall in ranges, refrigerators, water heaters, dryers and freezers—leaving out such important selling articles as television sets.

Davis and Moore-Handley's January sales had been "off about 2.5%." February sales ran ahead of last year though, and he attributed this gain to recent good weather.

Ralph Mitchell, Nashville district manager of General Electric Co., said the wholesale business in January, 1961, had been good.

Harvey's Department Store, biggest in the Nashville area, said washers and dryers were the fastest selling items during the first weeks of 1961. Console model television sets were the slowest, with ranges and portable television sets proceeding at a "fair" rate.

**WEST . . . DENVER**—Although February normally is a dull month, Denver area appliance dealers reported some slight improvement over last year. Generally, they saw a few rays of sunshine ahead.

Leonard Robohm of Robohm Appliance & TV summed it up: "The usual February, but it was up about 5% over last year. If people would quit talking depression, things would straighten out all right."

Robohm said he was confident of the future. He has just taken delivery on a carload of Westinghouse and carload and a half of Norge appliances. "I'm building my inventory up a little more than usual and I feel sure I'm not going to be disappointed," Robohm said.

Jim Taylor of Fraser & Taylor, Inc. kicked off March with a back door sale he expected would stimulate traffic. January and February were up a little bit over last year, he said, but "discounts around town are still a big problem. It's real rough. A customer can go to eight dealers and get eight different prices on the same brand appliance."

Taylor's mailed 2,000 letters to customers inviting them to "come in the back door" to get in on special merchandise offers. The alley door is well lighted and easily accessible. During the sale hours on three nights, the front windows were covered and the only entrance was the back door. Those who came in were served refreshments while they shopped. "We held it last year in March and it turned out real well," Taylor said. "We've expanded our mailing a little and expect to have good results."

Portable appliances and TV were features of current sales—"a little better than last year"—reported Don Bowman of Colfax Radio and Appliance. Hotpoint, Westinghouse and KitchenAid portable dishwashers "have been going real well," Bowman said. Portable TV was "another bright spot," he said.

Warren Bragdon of Bragdon's Appliance found reason for optimism because of "a very good January and a typical February, but we should do a little better if people would end all this pessimistic talk." Maytag and Frigidaire appliances have been his leading brands.

## AHEAD IN THE NEWS

**ANOTHER SHOT AT REFLECTION-FREE TUBES** is in the works. Corning Glass has shown major tube manufacturers its new version—they're calling it Velvetone—and claiming outstanding improvement. Corning is trying to rectify the old complaint that reflection-free coating hurt picture quality. With new coating, which is applied to outside of cap (you can touch it), Corning engineers believe they've whipped criticism. Sylvania's picture tube operation looked at the new process, liked it, will begin sampling customers in a couple of weeks. But not everyone was impressed. While admitting the new process is an improvement, one tube manufacturer argued that any coating had to cut picture brightness to some degree. An additional objection: Once the tube is scratched, it can't be buffed. New process, according to early estimates, may cost set makers extra 65 to 70 cents per tube. ■

**HEAT THROUGH LIGHT** was a major feature of the integrated lighting, heating and air conditioning system unveiled in the Rochester (N.Y.) Gas & Electric Corp. headquarters building. G-E participated in refurbishing three floors of the 35-year-old structure. The new lighting system provides enough heat for the floors except for under windows where a supplementary system is used. High-pressure dual duct air system diffuses heat through individual heat zone mixing boxes. ■

**WE WANT TO BEEF UP PORTABLE APPLIANCE SALES** in Northern California. That's G-E's official reason for disenfranchising five independent distributors in that area, thereby giving General Electric Supply Co. sole distributing rights to the territory. A spokesman in San Francisco said Gesco had exceptionally strong coverage there and in Oakland, San Jose, Sacramento, Fresno and Stockton. It's in a position to instigate a crash program of building sales for G-E portables and that's the plan, he said. Radios, clocks, fans, blankets and vacs are not affected by the move. Eight months ago G-E gave the Salt Lake City territory exclusively to Gesco when it did not renew contracts with its two independent distributors there. Regarding the California action, a G-E spokesman in Bridgeport said: "We do not at this time plan to adopt a similar policy for other products or in any other areas." ■

**A NEW LOW-END VAC** has been added to Sunbeam's cleaner line. The "special" is an upright-canister combo that lists at \$69.95 with all attachments including a new magnetic canister top. Sunbeam will market the new entry under its selected distribution plan. ■



Norge's thermoelectric freezer will make one tray of ice cubes every six hours.

## Does It Pay To Think Small?

Norge thinks so. And last week Board Chairman Judson Sayre told the New York press why.

**Norge won the thermoelectric race**, momentarily, when it came out with the first thermoelectric ice cube compartment that was actually for sale in the marketplace. The box is small—its freezing compartment is big enough for only one 18-cube ice tray. But, Sayre explained, the unit's secret is in its smallness.

**The problem has been price:** How to get a thermoelectric box on the market for less than literally thousands of dollars. Norge has brought its box to market for "under \$200." Size is less than 1/2 cu. ft. and the

tiny freezer can manage only one tray of cubes every six hours.

**Who'll buy such a small box at that price?** That's another part of Norge's coup in bringing out the tiny freezer. The Sheraton Corp. of America will put 500 of the new units in its now-being-built Sheraton-Chicago Hotel.

Thermoelectric refrigeration is the second new product area Norge has jumped into in the last six months. The first: Coin-op dry cleaners. Engineering and manufacturing man Virgil Rice explained Norge's behavior this way: "Just because it's a slow market is no reason to stop the research men from thinking."

## A Rule For Imported Recorders?

The Japanese government is preparing a halter for the galloping tape recorder export market.

**June 1 is now the tentative date** the Ministry of International Trade and Industry (MITI) will start enforcing regulations for all tape recorders marked for export.

The pressure for regulation developed late last year when major Japanese electronic manufacturers, who were late in getting started in this industry, started applying pressure through JEIA for inspection standards similar to those on transistor radios.

Originally, standards were to be imposed April 1, but a MITI spokesman told McGraw-Hill World News in Tokyo, "We can't see how we can do it before June 1, because the regulations have to be cleared by every single government agency involved."

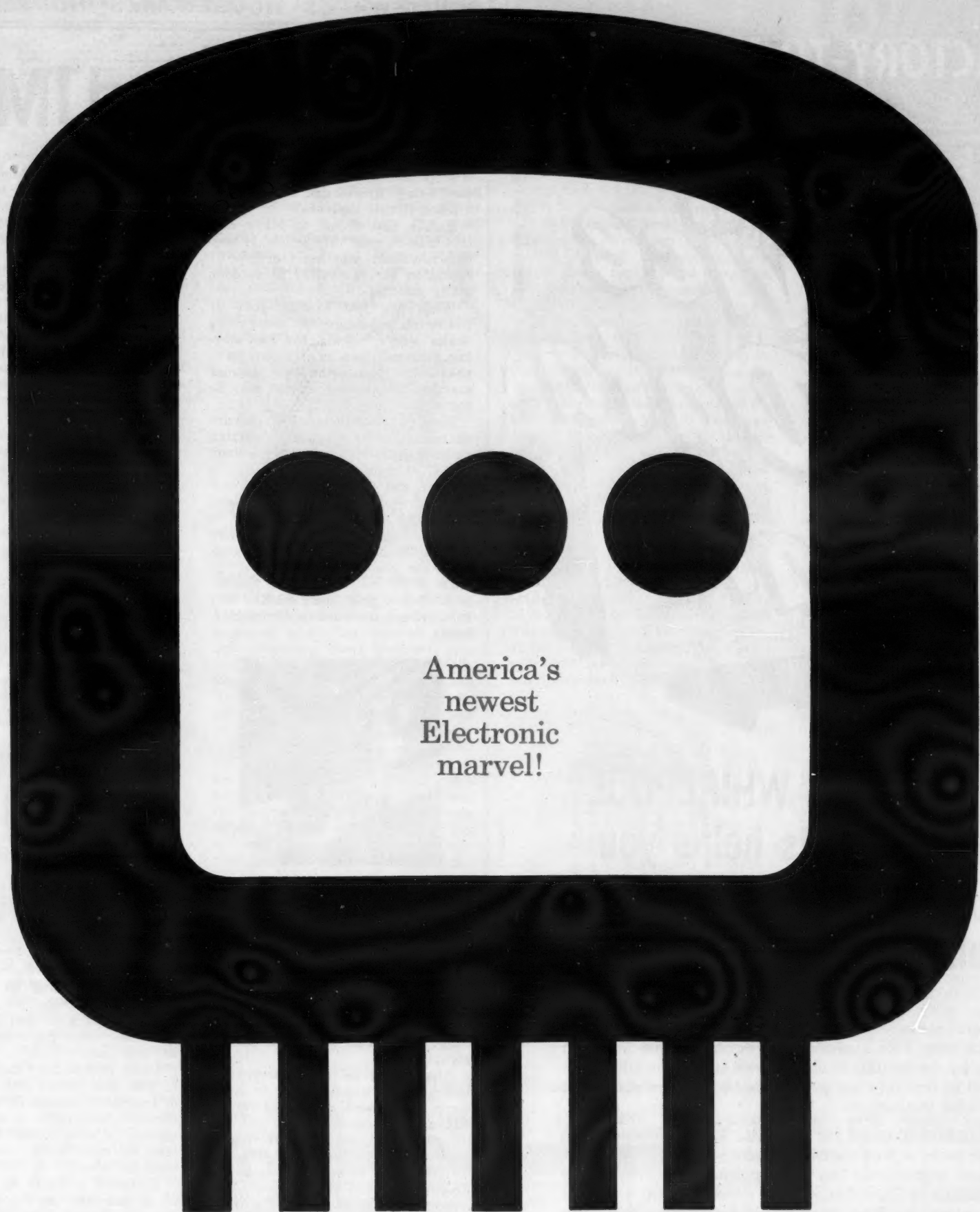
**The reasons behind regulation:** When the Japanese government's self-im-

posed quota on transistor radio exports put a lid on that booming market, manufacturers started looking for another product.

Tape recorders were part of the answer and by the end of the year exports to the United States had climbed from 4,000 to 5,000 per month to over 30,000 a month. The 1960 total (custom clearance basis): 207,642.

Why did the Japanese turn to tape recorders? Because (1) the units are fairly easy to assemble. Today there are more than 70 tape recorder manufacturers who are not even members of JEIA. They formerly assembled cameras. (2) Transistors have been so overproduced that profit margins have been cut to shreds. And (3) the machines can be exported without haggling about quota limitations or facing stiff inspection regulations.

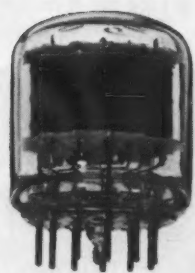
**The result** was a flood of cheap Japanese units which were turning up under unknown brand names.



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†T.M. of device mfr.



ACTUAL SIZE

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## HOUSEWARES • HOUSEWARES • HOUSEWARES

# Should You Move

This year leisure-loving Americans will spend nearly \$1.5 billion on outdoor living furnishings. Do you want a piece of this business?

Before you decide to move into this market, read this article. It may help you decide whether your type of operation is best suited to outdoor living merchandise.

What are you looking for? If you're an appliance or housewares dealer who's looking for fast-moving, seasonal items to give your business a lift during the slow summer months, the outdoor market may be for you.

Most of the outdoor categories are characterized by sharp price cutting and relatively high volume in a short period of time. If you're in a price market and want to compete, outdoor merchandise make good leaders. If, on the other hand, you want to merchandise outdoor living furnishings and get the traditional markup, there are goods for you too.

EM WEEK has interviewed the experts in the field. Here's what they think about the outdoor living market.



### More Than The Product Is New In Power Mowers

Almost everybody who has ever considered taking a plunge into the outdoor living business knows at least one thing about power mowers: Sales have climbed at a fantastic rate since 1945. But they might not know that the mower business is changing. Here's what it looks like right now:

About 32% of the mowers sold last year were sold direct to hardware, department, chain, and variety stores; the rest were sold through distributors. Since 1950, when most (92%) mowers were sold through distributors, two-step distribution dropped off and direct climbed in almost direct proportion to increases in promotional mower activity. But over the past three years, the tide has turned back toward two-step distribution. Insiders think the trend will continue and eventually spell the end of the really hot promotional activity.

Right now the mower business looks like a pie divided into three pieces with hardware and garden supply dealers getting a 35% slice; Sears and Wards, 28%, and "other" outlets, 37%. Most of the business still is done through hardware and garden supply stores, but manufacturers point to the supermarkets and department stores with outdoor living departments as potentially good outlets.

Last year for the first time since World War II, mower sales dropped

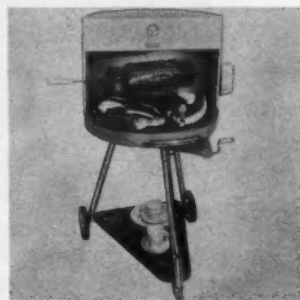
—from 4.2 million in 1959 to 3.8 million. Total dollar volume fell from \$294 million to \$285 million. But nobody in the industry is too concerned: They're predicting that total annual sales will hit the six million mark by 1965.

Last year, push-type rotary mowers—\$30 to \$100—continued to be the most popular with consumers; muscle powered and self-propelled units together—\$55 to \$145—captured about 82% of the market. And the drift last year was away from the big 24-inch and 26-inch rotaries toward the smaller 20-inch and 22-inch units.

Reel-type mowers gained ground with weekend squires last year. The higher ticketed reel units—\$69 to \$100 for the push type and \$90 to \$190 for the self-propelled—got about 18% of the business. Reels have been on the way up since mid-1958 when they got a paltry 8% of the market.

There are few mower manufacturers that don't have a co-op ad plan; most of them supply co-op money on a 50-50 basis.

And dating is common in the mower business. The standard 2% May 10 is offered by everybody and almost all manufacturers have special "early bird" stocking deals.



### Barbecue Profits Rare, Sales Well-Done In 1961

Price and promotional merchandise are the flint and steel which spark the retail barbecue grill market this year.

Many grill makers had a bad year in 1960 and there's still quite a bit of inventory around. Price, always a strong selling point in the barbecue market, is being pushed to its lowest level by stock-heavy producers who want to unload.

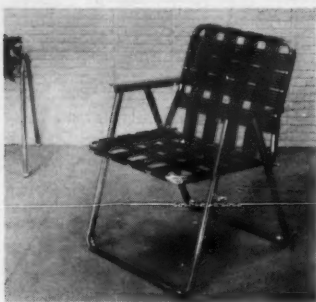
Barbecue savants point out that on a national basis approximately 30% of all grills sold last year were of the promotional type. This figure is expected to increase this year. The trend toward promotional grills is accentuated by department store figures. Department stores did about 60% of the business five years ago, but today they are only doing about 40%. On the other hand, variety chains, whose volume five years ago was insignificant by comparison, today rank second, doing about 25% of the overall business. Coming up strong are the drug chains which seek out price merchandise and now do the most consistent advertising and promotional job.

Last year the 24-inch barbecue grill with hood and motorized spit, by far the best selling number, retailed \$17.95 on a national average.

# Into The Outdoor Living Market?

This year the same grill, still expected to hold the No. 1 spot, sells for \$14.95.

Grill retailers this year will be catering mostly to a replacement market, which will account for about 60% of the total volume. Predictions are that the \$100 million outdoor cooking equipment market will make a modest gain this year, 5% to 7%. With inventories on the heavy side, most of the producers have planned cut-backs in production. While unit volume is expected to edge forward slightly, the big producers see little hope for profit gains this year. Profit margins generally range from 12% to 15%.



## Outdoor Furniture Market Not For Lazy Retailers

Is the summer furniture market for you? As a retailer, consider the following developments before getting into the business. If you decide it's for you, then proceed with caution.

Here's the way the market sizes up. Last year about \$210 million worth of summer furniture was sold in the stores. (See chart on this page.) Volume may edge up this year, but even if it does, there's a good chance it won't be reflected in the ledgers of many dealers.

The reason? An increasing number of furniture makers are searching for new channels of distribution. So look for more summer furniture in housewares-hardware stores. Not in any great depth; just the hot items, chairs and chaises. These outlets already are in related outdoor items. The same goes for garden supply houses and nurseries. Also you'll see more casual furniture being offered as promotionals by supermarkets this summer, chiefly the cheaper, aluminum type. At the same time, more variety and drug chains will give it a whirl, and a number of trading stamp companies are expected to devote more catalog space to summer furniture.

Some manufacturers are increasing their emphasis on the premium market, so watch for summer furniture giveaways with automobiles, automotive supplies and washing machines.

Retailers, therefore, will be eyeing the same size cake as last year—or maybe a bit larger—but they'll be sharing it with more dealers.

Summer furniture, which in 90% of the cases is sold direct to the dealer, traditionally does its best volume in furniture specialty and patio stores (47% of total industry volume), and department stores (28%). While the emphasis is not expected to change radically this

year, expect furniture and department stores to lose some business—chiefly low-end aluminum ware—to other types of outlets, drug stores and variety chains, for the most part. Aluminum web-type furniture accounts for 75% of the total volume sold. Furniture and department stores are turning their interest to the higher-priced redwoods and wrought irons, but these still only make up a small part of the business.



## Sales Hot, Profits Melt In Chest And Jug Market

Here again, as in other outdoor furnishings, picnic jugs and ice chests are displaying their greatest sales vitality in the variety and automotive chains, supers and drug outlets. This is not a big business for department stores, which do only about 10% of the total industry volume.

Last year Americans spent about \$55 million on outdoor equipment to keep their beer cold and their coffee hot. (See chart this page). This year the figure is expected to increase substantially. In the opinion of jug and chest makers, the current economic decline will force many families to spend their leisure time inexpensively—and this means picnicking to many. They also expect the increasing popularity of boating to give sales a healthy push upwards.

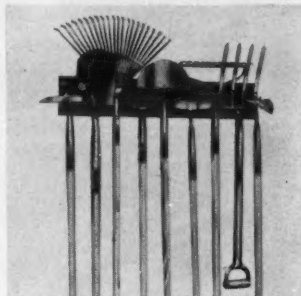
Characterized by sharp price-cutting, the emphasis in the jug and chest market is strictly on price. While these items make good traffic pullers, premiums or giveaways, primarily in volume outlets, profit has

had a hard time keeping pace with sales. As more and more volume retailers take on ice jugs and chests, the battle for profits will grow fiercer.

The drug trade has been most aggressive in promoting these items, mainly through eye-catching displays. Look for this to continue. Catalog houses also are getting deeper into the field. More space is being devoted to jugs and chests in stamp plan catalogs, too.

At least one producer is integrating electric outdoor cooking equipment with its regular line of picnic jugs and chests. Knapp-Monarch for the first time this year, is coordinating the merchandising of its electric broiler, \$24.95, and Patio Chef, \$69.95, with its non-electric merchandise for terrace and backyard.

Fifty percent of all picnic goods are shipped direct to the retailer. This trend is growing. Fifteen years ago 90% of the volume was handled by jobbers. Traditionally the best selling items are the 1-gallon jug with shoulder spout and the 22x13x16 ice chest. This is expected to hold true this year also. The average price of the 1-gallon jug is \$3.95 for steel and \$5.95 for aluminum. The chest retails for about \$20.



## Sales Prove Hand Tools Can Rake In Volume Too

Last year (see chart) the green thumb set spent \$100 million for hand tools: \$35 million for shovels; \$35 million for rakes, forks and hoes; and between \$25 to \$30 million

for grass shears, hedge shears, looping shears and pruning shears.

Except for small groups of retailers who pool their dollars to buy direct, the majority of the business—about 90%—is done through hardware and garden supply wholesalers and their outlets. Lumber and building supply dealers have been getting a bigger slice of the market every year, a growing trend. Unlike other segments of the outdoor living business, supermarkets don't do too much with hand tools. Manufacturers claim that the supers insist on guaranteed sales structures before they will handle hard goods. The tool makers are reluctant to go along.

Most of the hand tool business is done between April and June, with May being the biggest month. Manufacturers say that retailers should get a mark-up of "about 33%" but dealers claim that hardly anyone gets it because mass merchandise are in the business and price competition is "worse than ever." "This business is seasonal," a dealer explained. "That means that you've got to get your share of the business and get it fast. If the guy down the street cuts prices, you must match him."

Co-op advertising is offered by manufacturers, but it isn't very big on an individual dealer basis. Most of it is handled through a program that was set up by the National Hardware Retailers Assn. between manufacturers and dealers. The NHRA gets a group of dealers together in a given market to advertise their lines. Manufacturers pay 50% of the tab and the individual dealers pay their share of the other 50%. Direct accounts do their advertising and get their co-op money on an individual basis.

Dating practices vary with the manufacturer. Special "early bird" deals and baker's dozens are offered from September through January; most companies offer the standard 2% May 10.

*Continued on page 33*

How The \$1.5 Billion Outdoor Living Market Shapes Up

millions of dollars	\$0	\$50	\$100	\$150	\$200	\$250	\$300	\$350	\$400	\$450	\$500	\$550	\$600
LAWN MOWERS							285						
OUTDOOR COOKING EQUIPMENT			100										
OUTDOOR FURNITURE					210								
PICNIC JUGS & ICE CHESTS		55											
LAWN & GARDEN TOOLS			100										
CHEMICALS, SEEDS & FERTILIZER												555	
HOSE & SPRINKLERS			110										

Estimated annual retail volume in millions of dollars

## APPLIANCE-TV

**WHO SAID NO DROP-INS THIS YEAR?** Admiral has made the first move, announcing a new one-horse air conditioner and two big upright freezers for its 1961 lines. Cooler is a 7½-amp, 115-volt, 6,600-Btu model, with thermostatic climate control and instant mount. Freezers are 15.4 cu. ft. and 18.1 cu. ft. Sizes on both room unit and freezers are standard with Admiral. ■

**CLUE TO FCC THINKING ON MULTIPLEXING** may have been supplied by NAB's Prose Walker. His own pick: G-E or Zenith systems. One of the best informed men on multiplexing—he supervised the field tests—Walker's choice is based on what he has heard. Emphasizing that he wasn't knocking any system, he rejected Crosby's because it lacks second sub channel, said EMI, Calbest, Multiplex Development systems were still in prototype stage. That leaves similar G-E and Zenith systems. G-E's adapter is so simple, Walker believes, it could retail for "about \$17." When will FCC act? "By April," Walker now hopes. ■

**MORE TAPE RECORDERS FROM JAPAN** are coming. Yaou Electric signed a five-year contract with Hosho of America for \$2.0 million worth of three-speed units annually. Last year, Yaou shipped 35,000, worth \$1.5 million, under "Concord" label. ■

**G-E PRESIDENT ROBERT PAXTON RETIRED** last week for reasons of health. Paxton, who was slated to retire January, 1962, is convalescing after a major operation last month. He will not be a candidate for re-election to the company's board of directors. Ralph Cordiner will act as G-E president until a successor is elected at the company's stockholders' meeting April 26. ■

**PACKARD-BELL HEADS EAST**, looking for key accounts in major metropolitan areas to handle company's radio, TV and phonos on exclusive basis in each city. Direct factory-to-dealer shipments may start this month, said Kenneth R. Johnson, vp of home products division. P-B has been going direct through Liberty Music in New York since last November. Historically, P-B has limited itself to the 15 Western states. ■

**SOL POLK IS COLLECTING RENT** on a "couple hundred" G-E 12-pound washers—quite a record when you figure he has been in the washer rental business less than two weeks. (Chicago's Polk Bros. has rented freezers for 10 years; dishwashers for two.) "It's just starting," Polk crowed. And when it's finished? 10,000 washers, he hopes. ■

**CAN YOU BEAT THIS PRICE?** G-E's new 19-inch "Celebrity" portable was advertised at \$133 at Todd's post-Washington's birthday sale in Washington, D. C. G-E's nationally advertised list price: \$159.95. ■

## Will 'Buy American' Work?

"We'll make it work," said a Chicago union leader bent on boycott. "The Japanese are costing us jobs."

"Red herring," said the importer council. "The real trouble is drop in demand and production cutbacks generally."

The United States-Japan Trade Council went to Chicago recently to provide the press with their side of the story on Japanese imports and ran into a face-to-face meeting with their most vocal non-manufacturing opponent. The meeting was quite a surprise to the trade council, but not to Frank Darling, president of Local 1031, International Brotherhood of Electrical Workers, who bravely waltzed into his opponent's press conference, taking both a chair and a soapbox.

The subsequent more-or-less polite hassle was illuminating:

"The facts of the case," said Allen Taylor, executive secretary of the U. S.-Japan trade group, whose membership includes 200 American and 100 Japanese companies, "are that the Chicago area, where Mr. Darling is concerned, is peculiarly vulnerable to changes in consumer demand. Beyond this, it is a fact that imports of Japanese electrical components equal just 3/10ths of 1% of the U. S. total business."

"We can't compete with 10-cent labor," cried Darling in rebuttal. "Our employees are being shut out of important segments of their businesses by purchases from Japan." Darling named names, stating that Mo-

torola and Magnavox were once important customers of some of his employers, now buy "an awful lot of Japanese stuff." Darling's local has lost dues-paying members rapidly over the past several years and Darling ties much of this loss to Japanese imports.

Darling's answer to his problem (EM WEEK, Jan. 23, page 2) has been the announcement of worker's boycott against Japanese products. While he has lost strength, there are still 16,000 union members in the Chicago area who will not work, after May 1, on anything of Japanese origin.

Legality of such a boycott is open to question, Darling cheerfully admits. But he also points out that there are just two employers not swung over to his views. Some—like Admiral, the only really big manufacturer with a 1031 contract—have been on the "Buy American" side all along. Warwick Radio Corp. and Wells-Gardner have not yet responded.

"We have the facts and the logic and even the administration and the State Department on our side," Taylor of the trade council said, "but Mr. Darling has all the emotion going for him. We are simply not responsible for Mr. Darling's problems."

One clue, Taylor felt, could be found in last year's "Holland report" in the U. S. House of Representatives. In it, the IBEW is quoted as saying that 50,000 jobs disappeared from the industry between 1950 and 1960 due to automation.

## Will Sets Follow Bulb Prices Up?

Industry officials were spending the week busily pouring over this rough three-step problem:

(1) Glass makers boosted prices to tube manufacturers by 50 cents on 19-inch bulbs after March 1.

(2) Tube makers were trying to pass on a \$1 increase at their level.

(3) TV makers were wondering if they would dare boost prices on 19-inch models at retail in the face of a lackluster market.

**Best guess at the moment:** Television manufacturers would sit tight for now, although some may try to pass on a piece of the increase. A price boost may come when new lines are shown to distributors, but maybe not even then if the market shows no signs of vigor.

Two important considerations for manufacturers now were (1) how much the increase would bite into factory profit and (2) which way the industry, as a whole, would handle this situation. Why is the second point as important as the profit picture?

"Because the day of the pioneer is over," explained one executive. "If I raise my price—and no one else does—it will cost me volume I can't afford to lose at this stage of the game."

The 19-inch tube is a big part of today's game. To give you an idea of how big it is, EM WEEK put together these estimates from key industry sources on the total tube market:

**17s:** Represent anywhere from 3% to 10%, may average out over the year as 10% of the market.

**19s:** 35% to 37%. About 5% of the 19-inch tubes are bonded.

**21s:** 4% to 7%, the bulk going for replacement.

**23s:** 45% to 50%. Of this total, more than 45% figure to be bonded tubes.

**24s and 27s:** Anywhere from 1% to 6%.

Before the 50-cent increase, 19-inch heavyweight (unbonded) bulbs cost tube manufacturers \$7.25 apiece. Caught in a price squeeze of their own, tube manufacturers were selling the unbonded 19s for about \$15.75, although \$16 was closer to the official industry price.

There is a cost squeeze on the 23s, too. Late last summer, the bonded 23 was going for \$24.75. Today the price is around \$24. And the price on the unbonded 23 has dropped during the same period from \$21.25 to \$20.25.

**The long-range outlook?** There's no increase in 23-inch bulbs on the horizon. And set producers were squawking so vigorously over the boost in 19s that tube manufacturers were having a tough time getting a dollar increase, may have to settle for 75 cents.

The struggle for price control and today's soft market also will knock out any thoughts of coming up with new tube sizes.

"They're going to stick with 19s and 23s for a long time," predicted Asher J. Cole, president of National Video Corp., a tube manufacturer. "The costs alone for tooling up for new sizes are enormous."

# BIG CLEAN-UP How Installment Credit Abuses Sparked Chicago's Ire

It could happen in your town as it did in Chicago.

The result: Irate citizens were calling on their government for more protection against installment credit sales.

Pressure for a clean-up of unsavory credit practices built up in Chicago over a long period. Finally action came when:

**A young father killed himself** because he was no longer able to meet his installment payments. And the story of his tragic death was splashed over all four of Chicago's daily newspapers.

**A store charged an unemployed steelworker \$500 for \$300 hifi set**, then

repossessed the set after the buyer paid \$450.

**Bankruptcies of wage-earners** reached a record high of 12,494 in Chicago last year—20 times the total for all of New York State.

**The crackdown will be three-pronged** on the local level.

A special mayor's committee has prepared new legislation to protect consumers who buy merchandise on credit terms.

The Illinois attorney general has proposed setting up a state bureau of consumer credit abuses in order to "protect buyers from unscrupulous credit schemes."

A United Steelworkers union local

brought criminal charges against the store which sold its member the hi-fi set at a high price, then took it back when it was almost paid for. "We'll make an example of these retailers," a union official said.

**On the national level** the Chicago situation could help push the Douglas credit bill through Congress. The bill would require full disclosure of what are described as "hidden" credit costs to customers signing installment contracts.

The measure which foundered in Congress last year now has won the backing of President John F. Kennedy.

Disclosures of situations in other areas similar to the incidents in Chi-

cago, could make the Douglas bill law, over the objections of most retailers.

**The Chicago medicine will be strong**, many local merchants are beginning to fear.

Attorney General William Clark not only wants creation of the state credit bureau, but also the power to dissolve corporations which mislead or deceive buyers.

The mayor's committee already has drafted bills to outlaw wage assignment clauses in installment contracts; to exempt 85% of the buyer's weekly wage from garnishment; and to require creditors to go to court to force payment or to repossess merchandise.

## More Competition?

Dealers can expect still tougher competition from that supermart down the street: Wholesale catalog house John Plain & Co. of Chicago is planning to sell non-food general merchandise packages to supermarkets.

Packages will include a full range of branded electric housewares, table radios and—in some cases—even television. Plain & Co. will suggest supermarket operators sell the items for 20% below suggested list.

Supermarkets like non-foods because they boost traditionally slender margins. With heavy traffic, plenty of repeat customers and a high incidence of point-of-purchase sales, supermarkets are capable of generating sizeable volumes.

Plain & Co. plans to make it even easier for the big food stores and thus will share the traffic.

Plain will sell supermarket owners a basic merchandise package and then tailor it to individual needs, also providing warehousing, merchandising tips and promotions.

Packages will be largely seasonal, with frequent changes. "At picnic and garden time we'll have picnic and gardens items," says Plain & Co. Marketing Manager Fred Pollak.

Differing from usual rack jobbing, supermarkets will own the merchandise and sell it as they wish. "The 20% below list price is just our suggestion," Pollak says. "The individual store can set any price."

## New 'New Frontiers'

Will "New Frontiers" become a rallying cry of the appliance-TV industry as well as the Kennedy administration?

Perhaps. The phrase earned comment after a speech by Mort Farr at the NARDA convention in which he outlined some of the potentialities of the appliance-TV industry in terms of New Frontiers. NARDA set up a committee to look into the possibility of adopting New Frontiers as a byword for the business.

Farr's column in EM WEEK this week (page 10) deals with his optimistic view of the future of the industry.

And now, Farr has been invited to appear on the AHLMA convention program in Boca Raton, Fla., April 17, to talk about New Frontiers. The Atlanta Electric Assn. has asked him to speak April 18 on the same topic.

# ALL NEW!

## 8-transistor portable with A.S.F.\*! Outclasses, outprices the field!



**Model 61R58**—Complete with earphone, batteries. Encased in top grain chestnut brown leather. Size: 7 1/8"W, 5 1/8"H, 2 1/8"D.

not \$54.95  
not \$49.95  
but  
**\$39.95**  
RETAIL WITH FULL PROFIT!

## Arvin A.S.F. portable with American transistors!

**A.S.F.\*** Automatic Signal Filtration . . . the most exciting new feature in portable radios, and only Arvin has it! Through the miracle of three electronic advances uniquely working together, Arvin A.S.F. takes distortion out of sound to make it strong and crystal clear:

1. TUNED RF STAGE rejects unwanted signals, gives tone richness free from distortion.
2. SUPERHETERODYNE CIRCUIT pulls in distant stations, delivers a pinpoint-selected signal.
3. AUTOMATIC VOLUME CONTROL self-adjusts to maintain an even volume level.



Two more traffic-and-profit builders with American transistors

**7 Transistor, Model 61R48**—\$34.95 retail—Leather covered metal case with matching snap-on Chestnut leather front. Powerful chassis with Automatic Volume Control. Shoulder strap, batteries, earphone included. Size: 3 1/8"W, 5 1/8"H, 2 1/8"D.



**6 Transistor, Model 61R13**—\$19.95 retail—Superior AM reception with Automatic Volume Control. A "miniature" with plenty of "reach." Noise-free tuning. High-impact plastic case. Flame Red. Size: 2 3/8"W, 4 1/8"H, 1 1/8"D.

Now available and ready for immediate delivery—the lowest priced 8-transistor portable in its quality class. Exclusive A.S.F. plus 8 all-American transistors . . . oversize "Alnico V" speaker, tone control for both Voice and Music, slide rule dial with smooth precision-drive tuning, and many more sales clinching features found only in the "\$50 price class." There's no other radio like it for the money. Order from your Arvin Distributor today, and cash-in big this spring and summer! That's Model 61R58.

All Radios Slightly Higher Far West

Get all the facts on Arvin's all new Portable Radio Line. Write, or visit these Permanent Show Spaces:  
581-2—Chicago Furniture Mart  
612—New York 1150 Broadway  
Arvin Sales Dept. Columbus, Indiana



ARVIN... The World's Largest Specialist in the Manufacture of Quality Radios

## YOUR personal BUSINESS

**Golfers, take note:** New rules of the U. S. Golf Assn. call for one-stroke penalty and loss of distance when you lose a ball or wham one out of bounds. (The old rule gave you loss of distance but no penalty stroke.) But you have an option on out-of-bounds balls to drop a new ball within two club lengths of the out-of-bounds point, still, of course, taking the one-stroke penalty.



**How is your heart?** If you're middle-aged or approaching it, you're justified in worrying about it. After all, one out of every 16 Americans is living with a diseased heart. And cardiovascular (blood vessel) disease is the country's leading cause of death.

**Just because you're worried about your heart, don't put off having routine examinations.** A regular checkup can give your doctor enough information to pinpoint the slightest hint of trouble.

**Here's a rundown on what happens during heart examinations:**

**Almost half the doctor's information during a heart study comes from what he calls history taking.** Questions will deal with such things as age, body build, ailments your parents and other relatives have had and childhood diseases.

Then, your doctor will go into any physical complaints you have that might point to circulatory troubles: Ankles swollen? Fast pulse when you climb stairs? Shortness of breath? Though such symptoms don't necessarily mean your heart is out of kilter, they can give clues to guide your doctor in later, thorough examinations.

Finally, through seemingly casual conversation, your physician will get an idea of your way of life, your personality, the amount of stress you're under. All these things can help tell him whether you're the sort of person who's prone to heart disease.

**Your doctor will make a complete physical examination, since many diseases or malfunctioning parts of your body can affect your heart.** In particular, though, here are some of the things he'll check for:

(1) How are your coronary arteries? They are the fuel lines that feed the heart muscle. If they're clogged, narrowed, thickened or diseased, your heart doesn't get necessary energy. Some clues as to their condition: Damaged blood vessels in the eye; over-thick ankle and wrist arteries.

(2) What is your blood pressure? If it's high, you're a likely candidate for heart disease. Your doctor will place a rubber cuff around your arm and a stethoscope and a mercury-filled glass tube will register two pressures, for instance, 120 over 80. The first figure shows that your systolic pressure, taken when your heart contracts and spurts blood through the arteries, is within the normal range of 110 to 140. The second figure shows that your diastolic pressure, taken when your heart isn't exerting any pressure, is within the norm of 70 to 90.

(3) How does your heart sound? Your doctor, listening through his stethoscope, can hear the sounds made by reverberations in the column of blood when your heart's valves open and close. A healthy heart makes a noise like "lubb-dub" followed by a pause of a fraction of a second. Your doctor's trained ears can pick out healthy or unhealthy rhythms and extra noises.

(4) How big is your heart? Most forms of heart disease cause it to enlarge or get out of shape. Your doctor can determine your heart's general size and shape by percussion—tapping on your chest.

**If your heart is in good condition, your examination may not go beyond the steps described above.** But if there's any doubt, or if your doctor is interested in building a record for future comparisons, he may want to make more tests, which will be described here next week.



## MORT FARR SAYS



### Our Business Is Full Of New Frontiers

When President Roosevelt took office in 1933 he publicly stated that because geographically there were no new frontiers, the country would not have any further opportunity for growth. History has proved how wrong he was.

There are people in the appliance business who think and act as though there were no new frontiers in our business. They talk of saturation in the refrigeration industry; they say that everyone who can afford a television set, has one. We hear that automatic washer sales have passed their peak potential. Of course radio reached its saturation 30 years ago, but we still sold 75 million sets in a few years after World War II. And last year we sold the greatest number of sets we ever sold in one year. Actually if we recognize our opportunities and go to work as the pioneers in our business used to, we will sell more appliances in the next 10 years than have been sold since Edison invented the incandescent lamp.

President Kennedy in his nomination acceptance speech and in campaign speeches thereafter spoke about the necessity of the nation moving forward "into new frontiers" of missiles, space, farm policy, pensions, medical plans, and the development of the nation's economic resources.

New frontiers are presenting a challenge to present-day retailers, distributors, manufacturers, utilities, our trade and consumer press and the radio and television networks. These challenges offer our segment of the national economy a glorious opportunity to demonstrate to the new administration of President Kennedy and to all the people of our nation—your customers and mine—that we have within our industry the talent to move forward the frontiers of our business.

Scientists and engineers in our business are not lacking in pioneering spirit. They are already at work on appliance and TV developments that will be as exciting as the exploration of space. We have all heard of electronic air conditioning and refrigeration, ultra-sonic dish and clothes washing, on-the-wall TV, and other devices too numerous to mention. The area in which the pioneering enterprise and leadership is needed most is in the sales of the products that are to come, but more immediately in the sales of the wonderful products we now have.

**Where are the areas in which this pioneering enterprise and leadership is needed?**

1—The washer-dryer combination which will inevitably replace the present automatic washer and gas or electric dryer. The saturation of combinations is less than 2% of total market.

2—Over 80% of the gas and electric dryer market is yet to be developed.

3—94% of the dishwasher market is awaiting our action.

4—78% of the freezer market is yet to be developed.

5—Those of us who have had success in merchandising no-frost refrigerators and no-frost freezers know that inevitably the American housewife is going to want these marvelous new products which do away with the unnecessary accumulation of frost and the problem of its disposal. My guess would be that less than 1/100th of 1% of the nation's homes have the benefit of this great advance in refrigeration.

6—Stereo recorded music and its reproduction is still in its infancy.

7—Commercial FM radio has been on the market since 1940 and still we have made little progress toward the mass marketing of this product.

8—Air conditioning is enjoyed by only 12% of our homes.

9—Color television with all the added enjoyment and impact which it brings to TV viewing is in less than 2% of our homes.

ELECTRICAL MERCHANDISING WEEK

MODERN EXTERIOR of this progressive TV manufacturing company.



DANIEL J. DOMIN, SECRETARY-TREASURER of Muntz TV.

THIS NATIONAL SYSTEM paid for itself in less than fourteen months.

"Our *National* Accounting System  
saves us \$11,400 a year...  
returns 89% annually on investment!" —Muntz TV, Inc., Evanston, Ill.

"The advantages of our National System over our previous method are amazing. Before its installation all accounts were kept by hand. Here are a few of the money-saving benefits we get from our National System...

"It saves us 440 hours per month in our Accounting Department. It has reduced overtime considerably while providing faster and more accurate records. Also, we realize a substantial saving each month because it's much easier to audit state-

ments from our National System. As a result of these efficiencies, our customers get more accurate records... and we get better record control.

"All in all, our flexible National System saves us \$11,400 a year, returning 89% annually on our investment!"

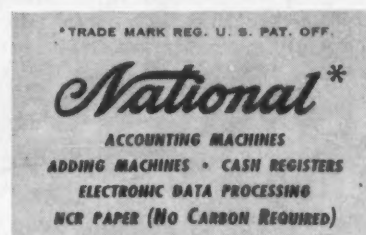
*Daniel J. Domin*

Secretary-Treasurer, Muntz TV, Inc.  
"America's Television Triumph!"

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**  
1039 Offices in 121 Countries • 77 Years of Helping Business Save Money

MARCH 6, 1961

Your business, too, can benefit from the many time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages of your phone book.)



# Get in the big picture with Norelco



## Norelco has done it again!

First with world-famous Norelco rotary blades ... *NOW* Norelco introduces another great advance in shaving comfort—'floating-heads'.

Prospects for this revolutionary shaver are learning—on their TV screen, in their magazines and newspapers—how these 'floating-heads' adjust *automatically* to every contour of the face.

**Rotary blades and 'floating-heads'!**  
**There is no other shaver like it!**

This new Norelco is being pre-sold by the greatest advertising campaign in Norelco history—heavier TV than ever before—PLUS full-page ads in multi-million audience magazines such as *Life*, *Look*, *Saturday Evening Post*, *U.S. News and World Report* and *American Legion*—PLUS hard-hitting newspaper ads blanketing practically every market in the country.

### Feature the Complete Norelco Line

- New Norelco 'floating-head' Speedshaver, fits the face *automatically*, SC 7860—(AC/DC) \$29.95.
- Norelco 'flip-top' Speedshaver®, world's largest seller, SC 7912—(AC/DC) \$24.95.
- New Norelco Sportsman runs on two flashlight batteries, SC 7930—\$19.95. Also the special Sportsman for car and boat use, 6-12 volts. SC 7779—\$24.95. (Both less batteries)
- Lady Norelco, deluxe model for glamorous feminine grooming, SC 7788—(AC/DC) \$24.95.
- Norelco Coquette, glamourshaver, purse-sized, SC 7787—(AC/DC) \$17.50.

North American Philips Company, Inc., 100 East 42nd Street, New York 17, N. Y. Norelco is known as PhiliShave in Canada and throughout the free world.

**STOCK NORELCO...DEMONSTRATE NORELCO...SELL NORELCO**  
**IT'S THE FASTEST GROWING LINE IN THE U.S.A.**

Your customers are seeing this demonstration on TV and in full-page ads in



and in well over 175 newspapers across the nation.

**Get into the big picture with this selling suggestion:** Give every prospect the demonstration he's seen in Norelco advertising. Show him how the heads swivel freely to mow down every whisker. Point out the advantage over conventional rigid-head shavers. It's a sure-fire sales clincher!

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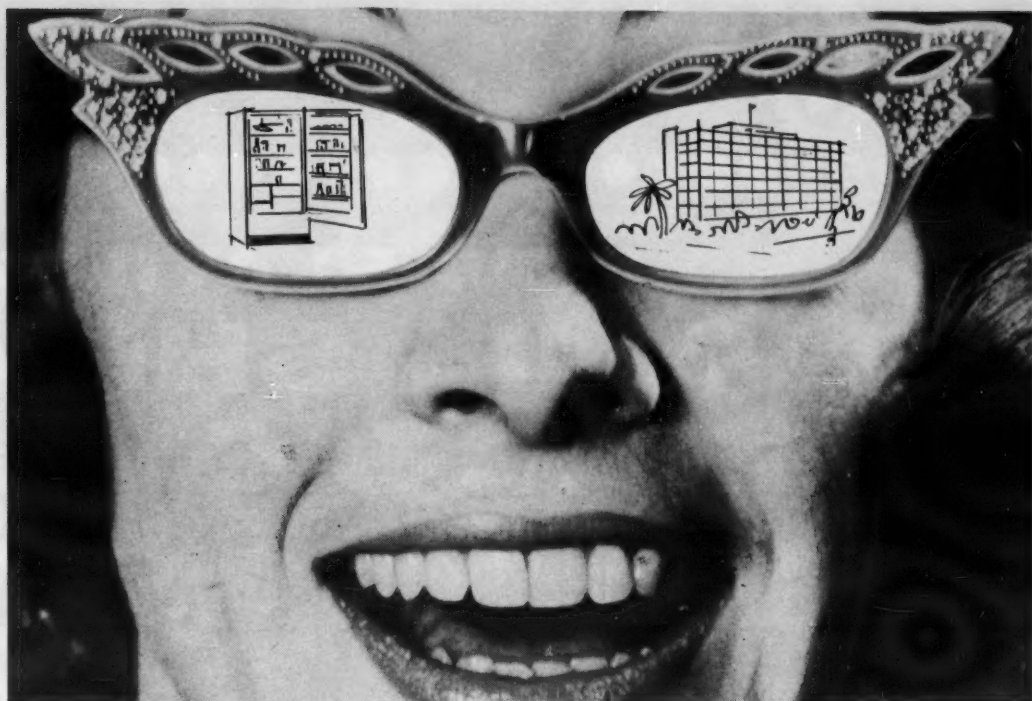
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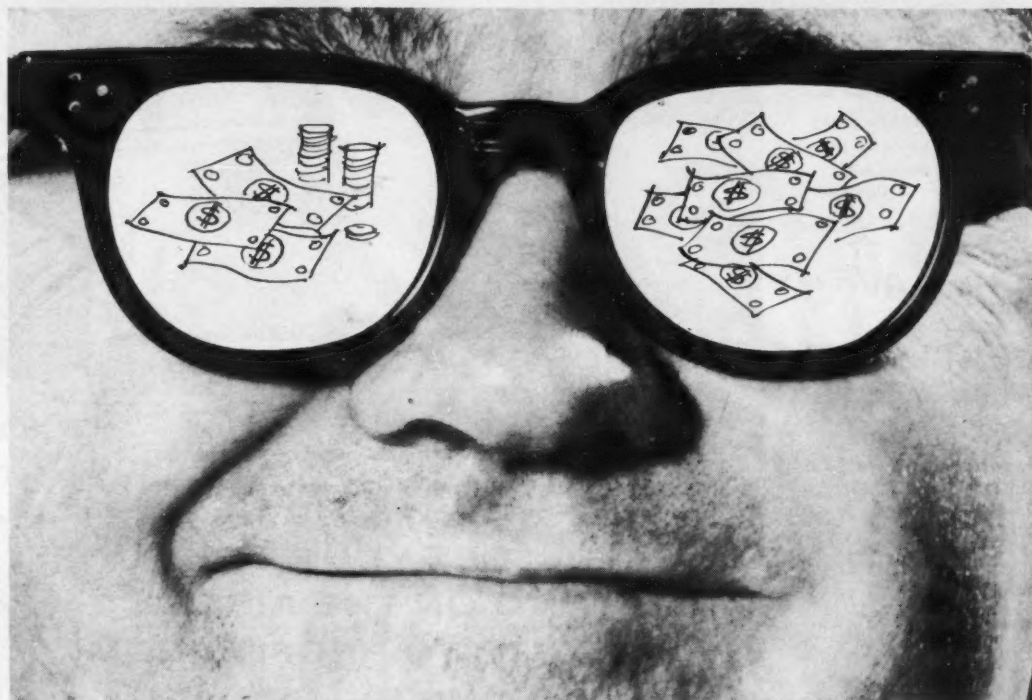
## TWO-FER DEAL

**DULFER'S SELLS A USED REFRIGERATOR** for every two new ones because of an unusual approach to trade-ins. EM WEEK's West Coast Editor Howard Emerson tells how the San Francisco store does it in his article on pages 18-19.

MARCH 6, 1961



*This prospect has just seen the M-Day "block buster" spectacular Gibson will run in April.*



*This Dealer has just seen the local-level sales building program Gibson is putting behind their M-Day spectacular.*

You will see the complete program in the March 13th issue of EM Week and the March 20th issue of HFD.

Keep your eyes open . . . . . "open to buy"

*you deserve  
a profit,  
get one with*

**Gibson**

Gibson Refrigerator Sales Corporation, Greenville, Michigan, Subsidiary of HUPP Corporation.

REFRIGERATORS • FREEZERS • ELECTRIC RANGES • AIR CONDITIONERS • DEHUMIDIFIERS

# NOW PLAYING SYLVANIA SHOWTIME SPECTACULAR

## DOUBLE-BARRELLED SMASHEROO!

Dealers get new double profit opportunity on Sylvania TV during "SHOWTIME promotion"... profit from the set... plus special promotion bonus.

☆☆☆☆☆☆

**DEALERS RAVE...**

## "SYLVANIA TV RATES NUMBER ONE FOR PROFIT"

In independent survey of dealers coast to coast, Sylvania named #1 for profit among 5 leading brands!

## LALLAPALOOZA!



SYLVANIA TV BEAUTIES  
LEAD THE WAY IN  
AUDIENCE APPEAL.

(First with shatterproof safety shield)

## SRO PREDICTED!

GET YOUR  
"TWO ON THE AISLE"  
TICKETS TO PROFIT FROM  
YOUR SYLVANIA  
DISTRIBUTOR. TODAY!

Quality you can bank on in TV, radio and stereo high fidelity

Sylvania Home Electronics Corp., Batavia, N.Y.

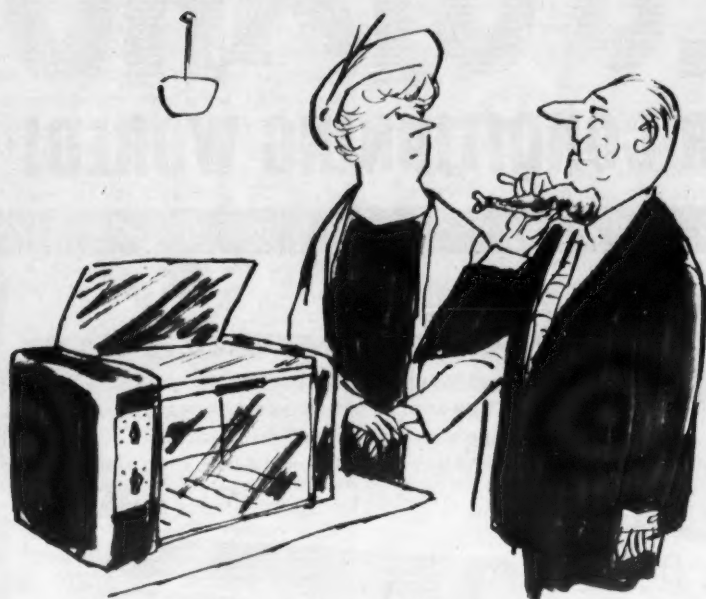
# SYLVANIA

SUBSIDIARY OF

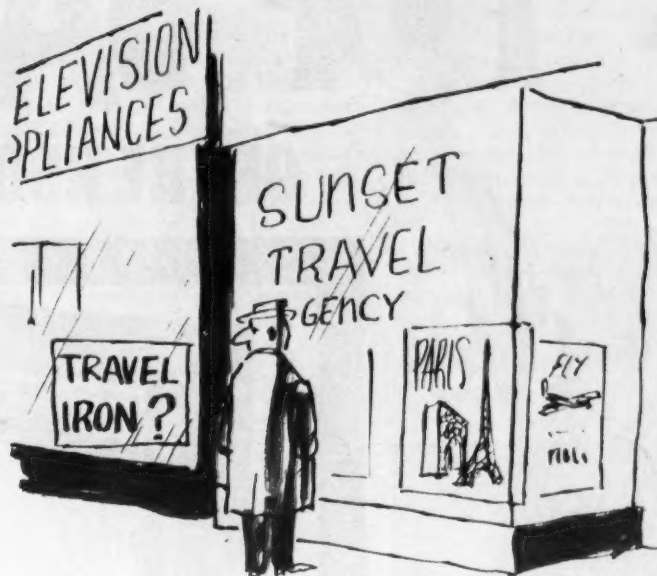
## GENERAL TELEPHONE & ELECTRONICS



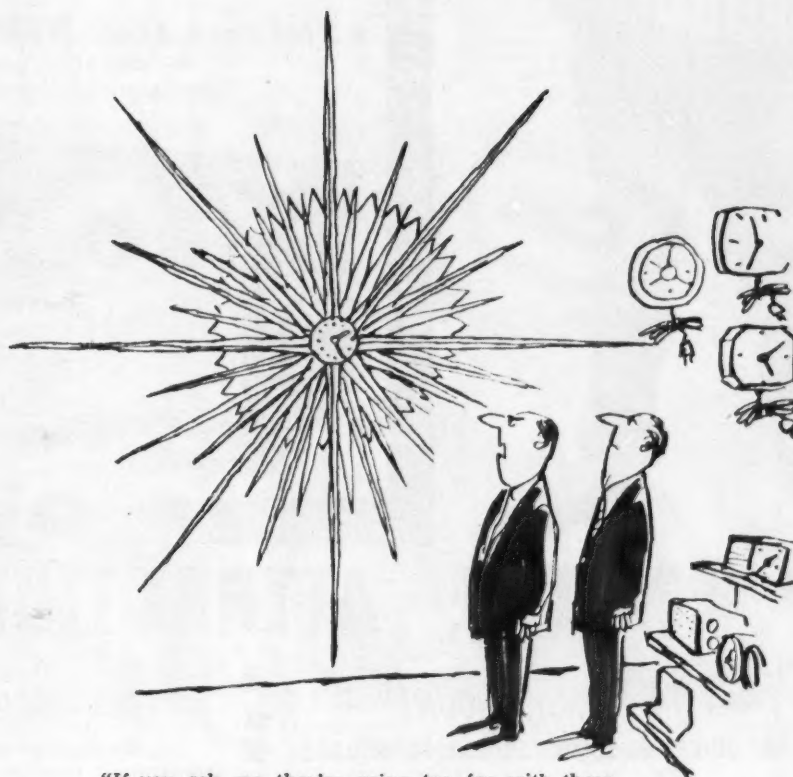
ELECTRICAL MERCHANDISING WEEK



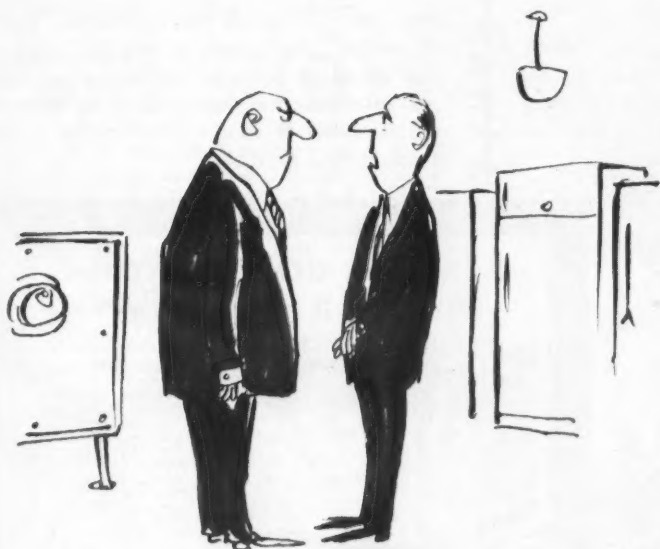
"Would you be interested in a used broiler?"



"We don't tell the customer that they can pop corn in these, Jerris. We sell corn poppers for that."



"If you ask me they're going too far with these sunburst type clocks . . ."



"You're not being fair, Mr. Stein. True, all I did sell today was a light bulb—but I did talk him into a 150 watt from a 75 watt."



"I seldom shave my legs on the road."

# ★ TOP SALES STARS

## OF THE ROOM AIR CONDITIONING WORLD!

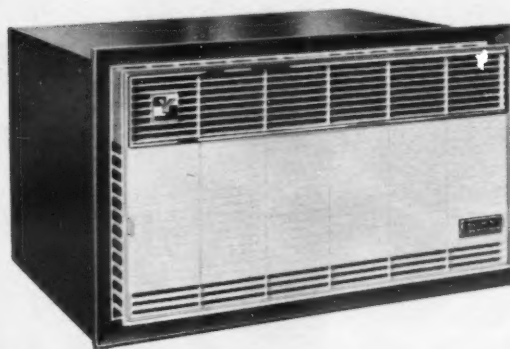


### YORK ADVENTURER

powerful-compact! Push button controls. 2 cooling speeds. 2 fan speeds. Automatic temperature control. Fresh air control. Stale air exhaust. In 115V., 7½ Amp. models.

### YORK SPECIAL

for powerful cooling from a compact lightweight unit! 115V., 7½ Amp. models.



### YORK DISCOVERER

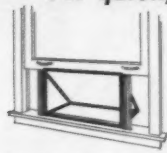
for high-capacity cooling at nominal cost! 115V., 7½ and 12 Amp., 230 and 208V. models.

## FEATURE ★ ATTRACTIONS ★ STEAL ★ THE ★ SHOW!



### YORK "MAGIC MOUNT"

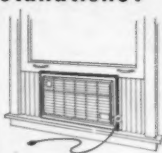
For quick, do-it-yourself installations!



Unfold frame and lock into window.



Slide air conditioner into place.



Pull out folding panels.



### YORK "BALANCED COOLING"

...the most exacting control yet of temperature, humidity, circulation, filtration!

You can show and prove how York Air Conditioners prevent over-cooling, stickiness, drafts. That's because York engineers its own compressors, condensers, cooling coils, and air circulation systems. It takes this total control to assure true balance.



### YORK "COOL SURGE CONTROL"

...permits 30% more initial cooling power from a York Room Air Conditioner!

Stop 'em cold! Just dial a specific "cooling off period" and push a button. Unit will provide extra burst of cooling power for initial interval and then switch back to normal. Cools hot rooms in a hurry without running unit all day.

GET THE TOP BONANZA in 61!

# YORK

## ROOM AIR CONDITIONERS

76th YEAR

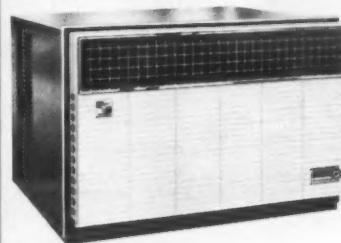
in air conditioning and refrigeration  
...the longest run of them all!

YORK



See your York Distributor today!

### YORK CONQUEROR— for heavy-duty multi-room cooling!



Answers the growing demand for extra cooling capacity in home, store, office! Demonstrable top-of-the-line features even include Dual-Cycle starting. 115V., 12 Amp., 230 and 208V. models.

YORK CORPORATION, SUBSIDIARY OF BORG-WARNER CORPORATION,  
SOUTH GRANTLEY ROAD, YORK, PENNSYLVANIA

ELECTRICAL MERCHANDISING WEEK

# Little Dealer Uses Head Instead of \$\$\$; Way-Out Come-On vs Discount Price Pitch

You say you're short on money? You pay for your ads out of a piggy bank? One small store manager used some inexpensive Yankee ingenuity in a campaign that had them telephoning from Canada to buy.

His gimmick: "Your rent or mortgage free for one month with the purchase of an Emerson TV-stereo-radio combination." Results: \$7,500 in sales of the Emerson console alone and a hike in Christmas business of 30% over last year.

**The man with the little budget** and the big ideas is Maurice F. Lyndon. His store—Junior's—is a small furniture and appliance outlet in south Pittsburgh, a semi-depressed steel community.

Shortly before Christmas Lyndon realized he needed something special to boost his 1960 sales record which had been badly hurt by the steel strike. His biggest problem was lopsided competition with the big discount houses which pitched price in full-page newspaper ads and late movie TV commercials.

Cooperative advertising funds from his Emerson distributor helped, but his campaign was still pretty limited. His ad budget (well under \$100) would only allow a 200-line ad, hardly enough to attract much attention in a 50-page weekend newspaper edition.

**His answer was an ad** offering to make the monthly rental or mortgage payment of each purchaser of the Emerson console. He used a stock cut of the console, combined artwork of a smiling house announcing the offer, and a reverse cut blaring "FREE."

"I decided to put the ad on the radio and TV page (which also is part of the comic pages in Pittsburgh), use a Friday night to catch weekend shoppers, and see what would happen. In the past I had been up front with similar-sized ads, but I was always lost in the crowd," Lyndon explains.

**Reaction was excellent.** "From the first I pulled good traffic. I was swamped with telephone calls, some from West Virginia, Ohio, and even Canada."

Initial reaction was so good that Lyndon repeated the ad two other times during the Christmas season. Final results, according to Lyndon:

"I moved 15 consoles for Emerson with a total value of \$7,500. In addition we sold an uncounted number of smaller appliances and furniture from the traffic pulled in by our initial promotion. My Christmas business went up 30% over last year's and helped jack up my total 1960 sales which, of course, were way down because of the steel strike here."

Lyndon says the offer of the free rent or mortgage payment "took the store out of the discount race."

The offer of a variety of "package deals" combining Emerson units selling from \$299 to \$598 and the wide difference between rent and mortgage payments (one was \$45, the highest was \$97.50) allowed bargaining room between Lyndon and his customers.

"With this promotion, we actually

did better than we might have with straight discounting. Actually, we averaged an extra \$25 profit per sale."

**Lyndon cautions** other dealers who might consider similar promotions: "Make sure your telephone sales crew is trained to pull customers into the store. Decide beforehand the number and variety of deals you want to offer so that you can be prepared to offer the customer the exact deal that fits his budget and needs."

On using small-space ads, he suggests: "Use the same part of the

newspaper each time you run your ad. Try to create the same type of format so that readers begin to recognize your ads and get repeated impact from each succeeding one."

An off-beat gimmick that Lyndon uses for his store's signature is the substitution of his niece's baby picture for the letter "O" in "JUNIOR'S."

"You'd be surprised at the number of people who come in just to ask whose picture that is," Lyndon says.

In using the "free rent or mortgage" promotion he advises offering customers the option of having their

house payment paid directly to their landlord or receiving an immediate cash discount from their total purchase price.

Junior's is currently involved in a similar "free" offer—this time with a living room suite given with the purchase of each Emerson home entertainment center.

"He's doing a good job for us," says local Emerson distributor Mike Gisser. "Any distributor will support cooperative advertising with an individual dealer, especially when he's as promotion-minded as 'Junior' is."

"One thing his promotions prove," Gisser points out, "is that the small retailer hasn't got a chance competing against the big discount houses. With a little imagination and something to offer, anyone can do what 'Junior' did."

## "The Yellow Pages brought us a \$74,000 air-conditioning order!"

say Mr. and Mrs. H. Staats, owners, Staats Appliances, Peoria, Ill.



Display ad (shown reduced) runs under WASHING MACHINES, DRYERS & IRONERS. Call the Yellow Pages man at your Bell Telephone Business Office for his assistance in planning your program.



"Our complete program of 25 different Yellow Pages ads helps sell our complete line of appliances!"



"And our Yellow Pages listings under trade-marks of 16 products bring in people for those brands."



"We've been advertising in the Yellow Pages since we've been in business — 11 years."



Display this emblem. It builds your business!



"Our salesmen get continuous leads for in-person calls from our effective Yellow Pages advertising."



FOR EVERY 4 REFRIGERATORS SOLD FROM HERE,

# Here's How

This 31-year-old dealership in San Francisco has developed two businesses which operate as one. In *new appliances*, housewares and giftwares, Dulfer's serves primarily the upper-income homes of West Portal and the high-income families of the St. Francis Woods residential park. In *used appliances*—the store sold more than 400 pieces in 1960—Dulfer's serves those lower-income families in the periphery who have come to know the store's unique reputation for having an unusual selection of good used appliances.

Inside the dealership, owned by former San Francisco NARDA Chapter President Clarence Dulfer, Appliance Manager Doug Wright makes these two businesses feed and support each other:

- By having a sound program for making use of traded-in appliances, Wright is able to keep Dulfer's competitive with the downtown department stores and other large, promotional dealers. He can offer these nearby families a local source of major appliances and service and still make them happy with the size of the trade-in offer.
- By having a source of better than average trades—while EM WEEK was visiting Dulfer's, a woman traded in a two-year-old automatic defrost refrigerator on a frost-free model—Dul-

fer's has been able to establish a reputation throughout San Francisco for the selection and quality of the used refrigerators, ranges, washers and dryers it offers.

The results are impressive. During 1960, Dulfer's increased its volume nearly 25% above the 1959 level. The used appliance department was a contributor to that profit picture—Dulfer's realized a larger percentage of profit from its sales of used appliances than it did from its sales of new merchandise. "That should be the case," comments Wright, "if the dealer has developed a steady source of good trades and he operates a sound program for merchandising the used appliances." Here's how he does it:

## A GOOD DISPLAY of used appliances brings more profit

Wright locates the used items on the main floor adjacent to or, in some cases (usually ranges and washers), intermixed with the new merchandise. He has his reasons:

- "Used appliances shouldn't be given a second-class status by the dealer. To many of his prospects the used appliances are either necessary or desirable. Why should a prospect want to

consider an appliance which the dealer seems so ashamed of he spots it in a dark corner or in a back room?

- "When we put the used appliances right up alongside the new goods, we are indicating to the prospects that they are merchandise we are proud of—that they are worth the price tag we've put on them.

● "Having the used appliances in sight of the new products is a help in our selling the latter. We're bound to get around to talking trades with the prospect, and when we do we can point to our used display and point out that we are anxious to take the prospect's old appliance because we have such a good market for them. That statement makes the prospects much more satisfied with the trade-in offer we make—they don't feel that we are making only a token offer and that they can get more elsewhere.

- "We don't fear 'step downs'—prospects coming in to look at a new appliance and then deciding on a used model. It seldom happens, and when it does, it means usually that the prospects couldn't have afforded the new appliance and unless they turned to the used they would have walked.

- "We don't try to sell up prospects from the

ELECTRICAL MERCHANDISING WEEK



DULFER SELLS 2 USED BOXES FROM HERE . . .

# He Does It

By HOWARD J. EMERSON

used appliances to the new ones, except on ranges. We'd hurt our business if we did. If we did it we'd be pressuring some couples into an expense that would be over their heads, and eventually a credit problem for us. On other prospects, the best we could do would be to move them from a good used model to a low-end new model. And you can be sure we'd rather sell a \$189 used refrigerator than a \$249 new one."

## SMART PRICING of used appliances means more profit

There is no rigid formula at Dulfer's—nor can there be one, says Wright. The resale price of any used appliance depends on the going market value for a model in that condition. But there are factors that contribute to profitable pricing:

- "Give as little as possible for the trade, charge as much as possible for the used appliance" is a formula that Doug Wright considers a very unsound method for a dealer. "You have to give the buyer of a new appliance a fair price for her trade. It is the only way to build the reputation of the dealership. We have many customers who are pleasantly surprised by the amount we offer—they expected less.

- "We take into consideration what we believe we can get from the used appliance on resale, then make our maximum offer—that is adjusted at times depending on whether the customer is taking a low-end or a high-end model new appliance. Usually we will go to an offer of 50% of what we can expect to sell a used refrigerator. On ranges, we will go to 1/3 the expected resale price. On washing machines there is no formula."
- Dulfer's is swinging, like most of the industry, to a "with trade" pricing of its new merchandise, particularly on promotional and close-out models. On one model gas range Dulfer's had a 41% gross profit in the suggested list price. Wright tagged the ranges with a price that would return a 30% gross profit and marked them "with trade."

## RECONDITIONING used appliances insures a profit

But, says Wright, it is as necessary for the dealer and his service manager to know what not to recondition at all and to what extent time should be spent on "over conditioning." These factors enter Dulfer's policy:

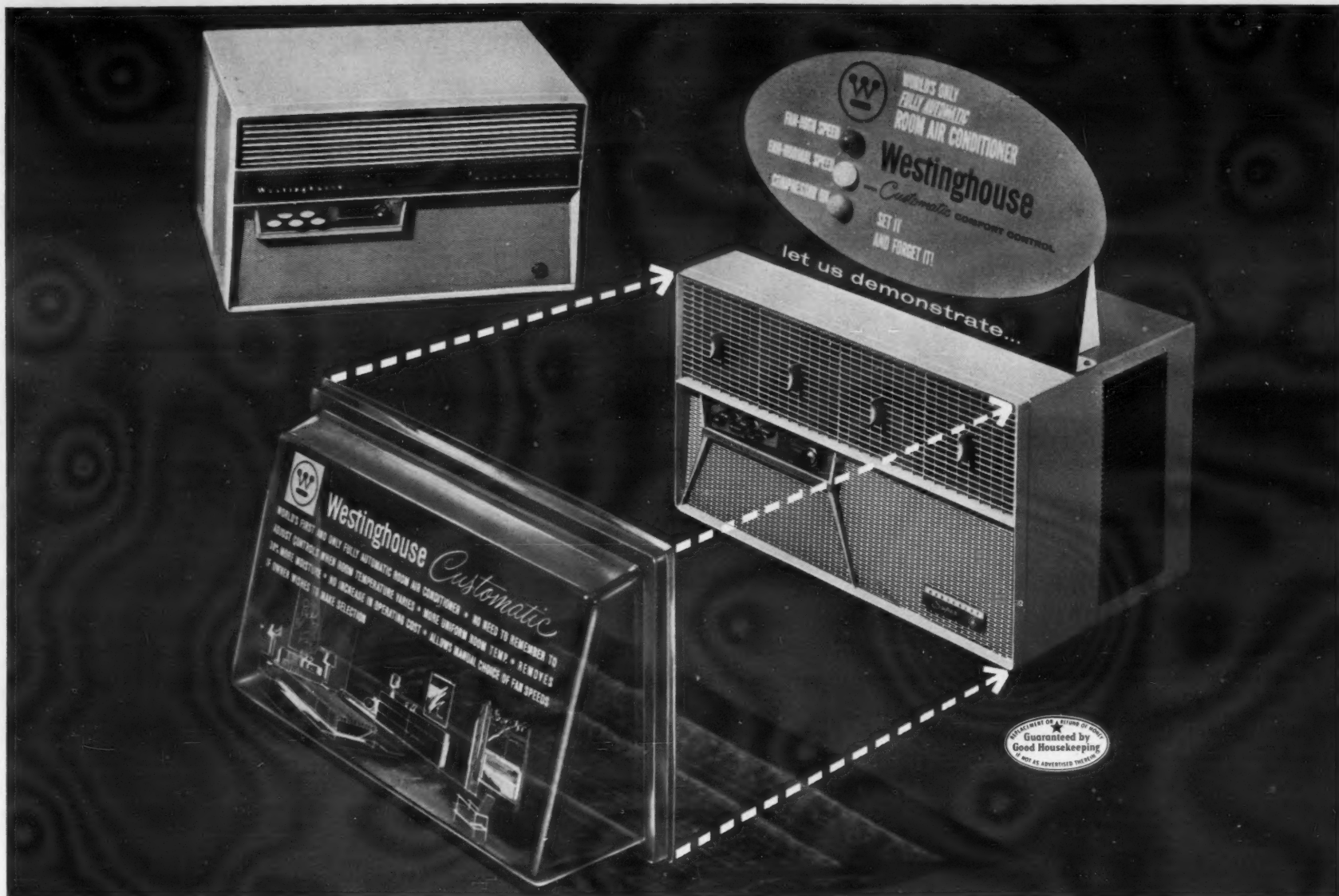
- The store junks any used refrigerator that

can't be fixed up and resold for at least \$59.50. It junks any used automatic washer that can't be price tagged for at least \$89.50.

- Reconditioning at Dulfer's is not "re-making." The store has no facilities for complete spray jobs or for re-plating the metal, and none are available at a reasonable price. Doug Wright estimates that the average cost of preparing a traded-in refrigerator for sale is \$10. For an automatic washer, the cost goes to a \$30 average, and for gas ranges it is about \$25.

- A policy of guaranteeing the used appliances sold at Dulfer's has been instrumental in building demand, and that guarantee is possible because of the "recondition or junk" program. Every used appliance sold at the store carries at least a 90-day parts and labor warranty. Any used item priced at more than \$90 carries a warranty equal to one day for each dollar of the selling price—for instance, a refrigerator selling for \$169 is guaranteed, parts and labor, for 169 days. "This longer guarantee on the higher-priced used appliance doesn't worry us," says Wright. "We're not going to have any serious trouble with those—if we get headaches it comes in the lower-priced models because of their age," Doug Wright adds.

# EASIEST WAY TO SELL THE FIRST ROOM AIR CONDITIONER THAT'S FULLY AUTOMATIC



The new Westinghouse Customatic Demonstrator Display makes it a cinch to sell your prospects on the exclusive automatic features of the 1961 Westinghouse Customatic line. It quickly shows how Customatic Comfort Control maintains room temperature within 3°... automatically controls flow of cool air as room temperature changes.

The demonstrator is easy to operate. Just attach the plastic box—that simulates actual room conditions—to the front of the unit. This miniature room cools in seconds, making the fan in the unit switch from high to normal. This causes the corresponding lights on the panel to turn on and off. Your prospects quickly see how Customatic Comfort Control works. Customatic Comfort Control is available in both the Mobilaire® and Heavy Duty Models. In addition, the Heavy Duty line offers:

**POWER** for cooling extra-large areas

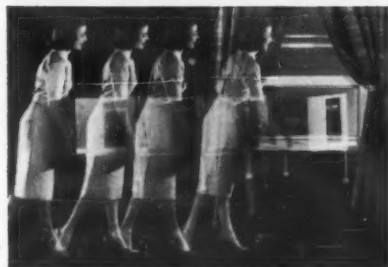
**PLUS** capacity for hot, humid climates

**PENETRATION** for moving cool, dehumidified air to the farthest corner

For full information on the Westinghouse line and on the Demonstrator, see your Westinghouse Distributor. *You can be sure...if it's Westinghouse.*

For 1961, only Westinghouse  
installs in just

**60 SECONDS**



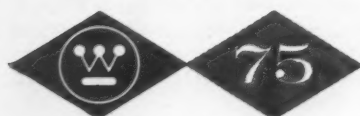
Only the Westinghouse Mobilaire Conditioner has the unique Mobil-Cart Accessory. There's no lifting or carrying... the Mobilaire rolls from room to room in seconds. Special window mounting frames make it the easiest of all units to install in any type of window.

For 1961, only Westinghouse  
softens the sound to

**1/2 NOISE LEVEL**



Compare it with any other make on your floor. You'll find Westinghouse quieter... far quieter. A completely redesigned fan cuts sound to a whisper. For instance, the 1961 Heavy Duty line has twice the air velocity of last year's model... with half the noise level.



Westinghouse Diamond Jubilee

**Westinghouse**

ELECTRICAL MERCHANDISING WEEK

# new products



AMANA-LINDE REFRIGERATOR

## AMANA-LINDE Refrigerator And Freezer

A 5-cu.-ft. "table top" refrigerator, "Amana-Linde," and a companion freezer are announced.

Both are designed for free-standing or undercounter installation, and measure 35½ in. high, 21½ in. wide, 26¾ in. deep. They are designed expressly for small households as a second refrigerator for recreation rooms, or for trailers, resort cottages, motels and boats, and are made to Amana specifications by Linde of West Germany.

**No. LT140, 5-cu.-ft. refrigerator** on left has removable shelves; full-width white plastic vegetable container; plastic-finished worktop, counter high to match existing kitchen

cabinets, which can be easily removed for under-counter installation.

Separate butter and cheese compartments and a tall bottle rack are built into the door, which also contains 2 removable storage trays for 16 eggs. A double freezer compartment at the top stores up to 21 lbs. frozen food, with a separate ice-making compartment.

**Matching freezer No. LGS100** stores 119 lbs. in its 3.4-cu.-ft. interior; features include fast contact freezing on 2 center shelves; separate ice-making trays; a slide-out bottom drawer for easy storage; extra storage racks built into door, *Amana Refrigeration, Inc., Amana, Iowa.*

## MARQUETTE 1961 Refrigerator And Freezer Lines

Marquette's new refrigeration line includes 3 combinations that are completely "Frost-Free"; 5 combinations with "Frost-Free" refrigerator sections and "Zero Zone" freezer sections; 5 single-door refrigerators; 7 upright freezers (1 completely "Frost-Free") and 3 chest freezers.

**"Frost-Free" combinations**, Imperial 21; RF2161FF; No. FF16FRM; and No. RF1661FF have refrigerator and freezer compartments separately refrigerated and separately insulated, using a new "air-flow" "Frost-Free" cooling system in which cold air circulates into every corner and recovers cold-loss faster.

Refrigerator section of Imperial 21 includes a 1-lb. butter keeper; 13.5-cu.-ft. crisper; glide-out bottle bar; slide-out shelves; 2 removable egg trays; special door storage.

Both 16-cu.-ft. models have swing-out shelves and crisper in refrigerator compartment; a butter and cheese "dairy bar" that holds 4 lbs. butter and cheese; 2 removable egg trays; full-width tall bottle shelf.

The freezer sections of all 3 "Frost-Free" models have "book-shelf" storage doors and ejector cube trays. Imperial 21 has a glide-out basket and 361 lbs. food capacity.

Imperial 16 and No. FF16FRM have swing-out freezer baskets and about 190 lbs. food storage.

All 3 models have bottom located freezers; "magnetic doors"; over-'n-under pivot door hinges for flush installation; colorful, porcelain enamel interiors; leveling guides; hi-density felted glass fibre insulation; automatic interior lights; Tecumseh compressor.

**Combinations with "Frost Free" refrigerators** and "Zero Zone" freezers include Challenger 16, Fabulous 14, Imperial 14, Challenger 14 and Sweet 16. Challenger models and Sweet 16 have separately refrigerated and insulated refrigerator and freezer compartments. Challenger 16 and Sweet 16 have bottom located freezers. The 14-cu.-ft. models have top located freezers.

**Challenger 16** features automatic defrost in refrigerator and "Zero Zone" freezer with 190 lbs. food capacity; glide-out basket; 2 ice cube trays; "book shelf" door storage.

**Challenger 14** has same features with 105-lb. freezer at top.

**Fabulous 14** freezer holds 110 lbs.; has magic-matic moist cold refrigerator; 2 27-qt. crispers.

**Sweet 16** has 6-cu.-ft. freezer that holds 200 lbs.; glide-out basket;



MARQUETTE MODEL RF1461



MARQUETTE MODEL RF1661FF

"book-shelf" door storage; Frigid-Flo refrigerator cooling; swing-out shelves; 2 crispers; special door storage.

**Single-door refrigerators** include Imperial 12 and Imperial 10; Terrific 12 and 2 Spacious 10's. The Imperials have 12- and 9.4-cu.-ft. capacity respectively; a full-width freezer that stores up to 50 and 36 lbs. food and ice cubes. Imperial 12 has full-width chiller with 14 lbs. capacity; bottle storage with head room for tall containers; "built-in dairy bar" includes 2 removable egg trays and tilt-up door to maintain proper butter temperature. Both models have touch-a-matic safety doors; "over 'n under" pivot hinges.

**Terrific 12** has 12-cu.-ft. capacity; 50-lb. freezer compartment; full-width freezer chest and chiller tray and all cabinet features of Imperial 12.

**Spacious 10's** come with or without crisper and occupy only 24-in.-wide floor space; net capacity, 9.4 cu. ft.; built-in egg dispenser; finger-tip storage; convenient chill tray; crispers hold 20 qts.; freezers hold 36 and 37 lbs.

**Top upright freezer, VF1861FF**, features "Frost-Free" forced air cooling; 20-cu.-ft. capacity or 560 lbs.;

girder "X Frame" door; 2-way magnetic door seal; easy-to-reach fingertip storage; no fan "kitten quiet" condenser inside of back wall; oil-cooled compressor; adjustable open grid shelves; adjustable and removable; automatic water disposal by compressor heat; floor levelers; floodlighted interior; "over 'n under" pivot hinges.

**Models VF1561, VF1861 and VF2261** have many features of the top model with automatic cold control preset for maximum zero freezing; defrost water disposal and high-density insulation.

**Models M14L, M18L and M22L** feature automatic cold control; defrost water disposal; 2-way directional freezing; "cold flow" book-shelf door; finger-tip storage; positive pressure door seal; straight line built-in look.

**Chest models** in 2 sizes, HF1461, HF1861 and HF2261, feature counter-balanced lid; sliding rack storage baskets; twin lights food interior; movable dividers separate food into orderly compartments; 90-lb. fast-freeze section; air cushion vinyl gasket; polystyrene molded plastic top trim; tamperproof cold control. *Marquette Appliances, Inc., Minneapolis 14, Minn.*

# The nation's No. 1 best-selling phonographs are RCA VICTOR!

*Here are 6 smart dealers who give the big play  
to RCA VICTOR Total-Sound Stereo—  
best-seller in the best-selling line!\**



"What really sells Stereo? Features. Even if customers don't understand the technical talk, they're impressed by things like RCA Victor's top-performing speaker system. That's one of the first things I point out to them."

*Harold Key  
Pizitz Department Store  
Birmingham, Ala.*



"The combination of the RCA Victor name and the reasonable prices is hard to beat. For \$79.95 and up customers get a stereo set they know and trust—and this means a lot."

*J. R. Closs  
Austin-Closs  
Waco, Texas*



"The better the sound, the easier the sale. I tell my customers that *Total-Sound Stereo* has speakers up to 15 inches in diameter and let them hear them. They're impressed—and I'm off to a good start."

*Paul Thomas  
Hale's Appliance Store  
San Francisco, Calif.*



"People know RCA Victor has been a leader in the phonograph business for a long, long time. They have confidence in the RCA name. So when RCA offers them the latest stereo features and good styling—and at a competitive price—they're pretty receptive."

*Jack Gilbert  
Kirschman's  
New Orleans, La.*



"We find RCA Victor Total-Sound Stereo is easiest to sell for two reasons. One, people know that RCA stands for the best in music. Two, *Total-Sound Stereo* has the sales features that make it easier to sell. Beautiful cabinets, triple amplifier, and so on."

*Earl McCoy  
McCoy's Music Company  
Norristown, Pa.*



"Beautifully styled cabinets are more important this year than ever; a big reason why *Total-Sound Stereo* is a leader with me. People want cabinetry in styles to match their living room pieces. I am convinced that another reason RCA Victor sells better is because it sounds better."

*Leo Felsenthal  
Radio Surgeons  
Chicago, Illinois*



\*Independent survey, latest available annual figures (1960) showing consumer purchases of all phonographs. TMK(S)®



**The Most Trusted Name in Sound**

**RADIO CORPORATION OF AMERICA**

**ELECTRICAL MERCHANDISING WEEK**

## new products

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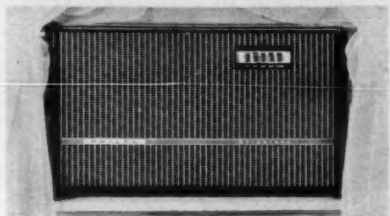
### PHILCO 1961 Air Conditioners

Philco's 1961 conditioner has a Space-Saver chassis and features "PermaQuick" installation that allows consumer to install without tools.

Ten of the 15-model line have a 1-hp Space-Saver chassis, 15 3/4 in. deep, 15 3/4 in. high, and 26 in. wide. Balance Super-Power 2- and 2.5-hp models.

"Perma-Quick" installation is adjustable, safe, sure for all seasons. Consists of a metal pull-out frame and side panel scored to be broken off evenly at desired width for positioning on window sill. The entire

mechanism accommodates window widths from 27 to 40 in. "Perma-Quick" is designed for flush mounting, and 400 lbs. can be perched on the outside of the unit without changing the installation position.



Two other major innovations in Philco's room air conditioner line for 1961 are: 1-ton (12,000 Btu), No. 12AC122, housed in Space-Saver cabinet; a 2 1/2-hp multi-room unit producing 22,500 Btu, No. 23AC122, is 32-1/32 in. deep, 19-5/16 in. high

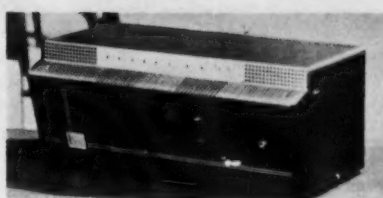
and 27 1/8 in. wide.

Four models, 3 in Space-Saver and 1 in Super Power chassis, feature Philco's noiseless construction, utilizing special fan motors, squirrel cage evaporator fans, and deep-bladed, slow-moving condenser fans.

Ionitron air charger will continue to be available for all 1961 Philco room air conditioners except the 2 1/2-hp model. All are factory equipped for easy installation of the Ionitron, optionally at \$50.

A complete Power-Pack and Ionitron assembly which conveniently fits inside the air conditioner cabinet is also available. A special signal light assures that the system is functioning properly.

Price, Space-Savers from \$229.95 to \$319.95; Super Power models, \$399.95 to \$499.95. Philco Corp., "C" and Tioga Sts., Philadelphia 34.



### PURE-AIR "99 Purifier

Pure-Air "99 circulates air in room and freshens it; filters pollens, allergens, dust, molds, etc. A dual filter with a germicide traps and kills disease-carrying bacteria. Activated charcoal and ozone scrubs air clean of tobacco smoke, grease, cooking odors and fumes; emits negative ions at source; weighs less than 9 lbs.; a unit for areas up to 15x20 ft., \$39.95. Others to \$69.95. Associated Mills, 330 W. Monroe St., Chicago.

### RABAR Porta Cooler

No. 611 Porta Cooler has 2-speed motor, 3 1/2-gal. capacity; furniture designed, combines Radiax turbo-blade blower with water distribution.

Price, \$51.95 including rollaway stand. Rabar Inc., 10823 E. Rush St., El Monte, Calif.



### WESTINGHOUSE Portable Electric Greenhouse

A portable electric greenhouse is announced by Westinghouse. Designed to create proper growing conditions, as well as for use as a seed starter, greenhouse is thermostatically controlled; provides "ideal temperature and humidity for rapid germination of seeds, rooting of cuttings and healthy growth of flowers, herbs and plants."

Comes in 2 models: both rectangular, 15 inches wide and 18 inches long. Each consists of a styrofoam base, a 25w heater and thermostat, 2 polystyrene planter trays and a clear styrene lid. Deluxe model has an extra-high lid, suitable for growing many plants and flowers to maturity. It will be equipped with 2 packages of enriched growing medium. One is best suited for seed starting and rooting of cuttings; the other is especially suitable for growing mature plants.

The standard model, with a lower lid, is particularly adaptable for starting seeds, rooting cuttings and growing herbs and small plants.

Price, \$21.95 and \$14.95. Westinghouse Electric Corp., Portable Appliance Div., Mansfield, Ohio.



# You get MORE out of the line because there's MORE in it!

More Profit... More Features... More Quality



Are you looking for a line that gives you MORE to offer your customers—yet your prices are kept low?

Switch to Marquette-Zenith "Protected Profit" Selling.



## TWO "14" COMBINATIONS FROM MARQUETTE-ZENITH®



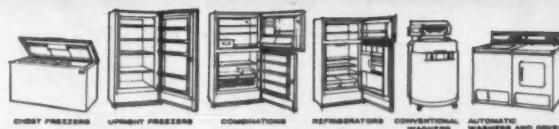
## LOOK FOR THE... BIG Difference!

That's right! We are different. Instead of taking quality and features out—we've put more of them in—but kept prices down.

Look over our two deluxe "14's" and compare. You'll see what we mean.

\*Trade mark registered  
Marshall-Wellis Co. Licensor

**THE MARQUETTE CORPORATION**  
Minneapolis 14, Minnesota



Write or wire for full details—Marquette-Zenith Franchise Division • 307 East Hennepin, Minneapolis 14, Minnesota FEderal 9-9121

## new products

CONTINUED

### NAUTILUS Air Purifiers

Major Industries announces 3 new products: an air purifier and 2 range hoods.

The multifilter air purifier, "Magnetronic," combines an electrostatic precipitator, germicidal ScottFoam, and activated charcoal filters to remove dust, pollen, smoke and odors from room air. This combination of 3 different filtration devices is considered to be the most effective means of air purification. The Magnetronic has a rating of 150 cfm and can cleanse a room of 90% of its airborne contaminants. The effectiveness of the filters is shown in a demonstration using smoke in a transparent case. The purifier measures 14x14x14 in.

A restyled deluxe No Duct Range Hood also uses activated charcoal filter along with a permanent aluminum mesh grease filter.

**Price, \$79.95. Major Industries, Inc., 505 North LaSalle Street, Chicago 10.**



### WELBILT 1961 Air Conditioners

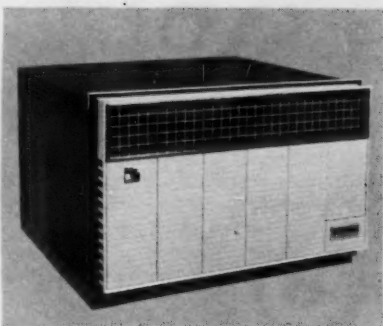
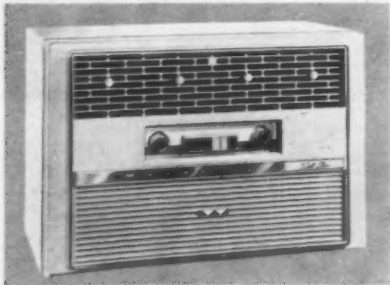
The 1961 line of Welbilt air conditioners consists of 20 models in 4 basic series: Mighty Mite 7007, Power Master, Wall Slim and Alaskan.

**Mighty Mite 7007** is an improved higher-capacity model, a 7.5 amp, 115v unit designed to fit both case-ment and double-hung windows. It "jet cools" with a capacity of 7,007 Btu; has thermostat, permanent filter, 2-speed fan, adjustable air grilles.

**Power Master** models are provided with Welbilt's "Expando-Mount," an aluminum frame mount which expands to fit any window size and requires only a screwdriver for quick one-man installation; has capacities from 7,007 Btu to 10,600 Btu. Several models feature reverse-cycle heating.

**Wall-Slim** series provides higher cooling capacities of 11,800 to 15,300 Btu. This series also includes models offering reverse-cycle heating.

**Alaskan**, a new 20,000 Btu model, is Welbilt's first entry into the 2½-hp field and will eventually be adapted for use with duct-work as a central air conditioning unit. **Welbilt Corp., 57-19 Flushing Ave., Maspeth 78, New York.**



### YORK Air Conditioner

Three 1961 50-cycle room air conditioners for export are announced by York, for operation on the wide range of voltage found in the export market.

**"Discoverer,"** No. JB5X-11, has 2 cooling speeds, 2 fan speeds, direc-

tional air grilles, automatic temperature control, fresh air and exhaust selection, rated at 8,800 Btu.

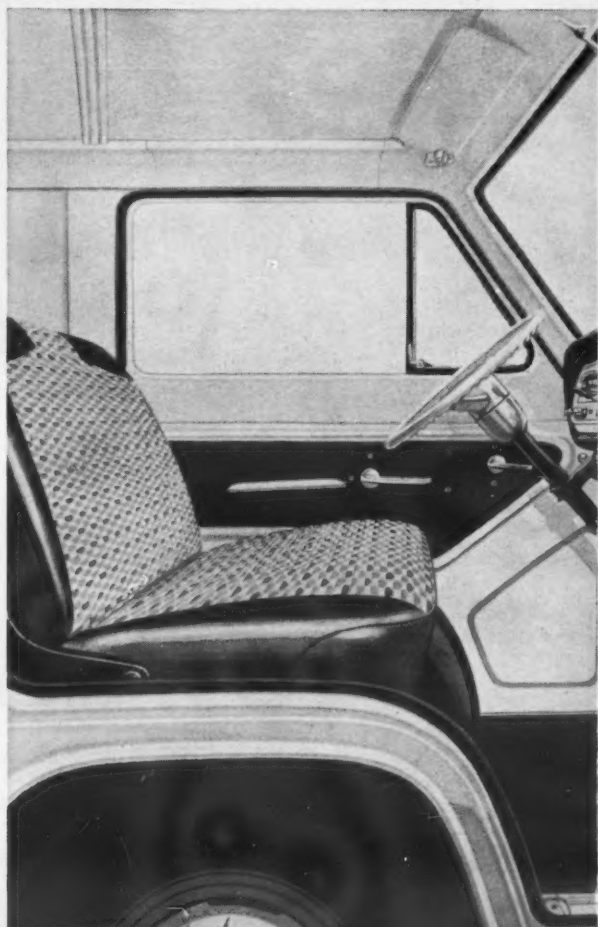
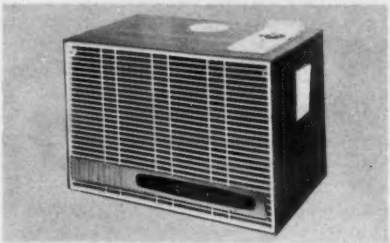
**"Conqueror"** comes in 2 models, No. JN5X-11, rated at 12,000 Btu; and multi-room No. JY5X-11, rated at 12,000 Btu, or multi-room No. JY5X-11, with 16,000 Btu. Both models have a wide range of automatic temperature control, 2 speeds, positive exhaust; fresh air intake and York's acoustic design for quiet operation with decreasing cooling.

For faster cooling, all York export room air conditioners have cooling maze coils. Other features include 30% greater humidity removal, dual thrush compressors with automotive type pistons.

These 50-cycle models are available through York Div. of Borg-Warner International Corp., 400 Park Ave., New York, N. Y.

### WESTINGHOUSE Coolers

Designed for year-round use to ventilate, cool, humidify, filter and circulate air, the Premier model has an automatic thermostat controlled by a 3-speed pushbutton, dual blowers, and a permachem filter to trap lint and dust, remove pollen and kill trapped bacteria. Finished in mar-resistant vinyl. **Westinghouse Electric Mfg. Co., Mansfield, O.**



## TRION Air Cleaner

The new Trion UMT (Utility Model Trion) "removes dirt, dust, smoke and other airborne contaminants from the air."

It has a capacity selector, which enables one unit to be used with heating systems from 80,000- to 200,000-Btu capacity, or cooling systems of 2- to 5-ton capacity. Adjustment is accomplished by dialing desired capacity on the capacity selector located on the power pack. It has a built-in washer which is activated by turning a valve; there is no need to remove cells for cleaning, no filters to remove for cleaning or replacement. It may be floor mounted or suspended in the ductwork. Adaptable to horizontal or vertical air flow requirements, and interchangeable for right- or left-hand installation.

Price, \$275. Trion Inc., McKees Rock, Pa.



## MAJESTIC Fireplace

Regency free-standing fireplace, a "see-through" design with fire-box surrounded on 3 sides by plate glass, has as 4th side a black mesh fire-screen.

Hearth of simulated ceramic tiles is raised and surrounds fire on all sides. Porcelain-enameled steel, ceramic tiles, 8½ in. sq., are attached to steel frame of fireplace unit.

For use in custom and project homes, summer cabins, apartments, etc., unit has star-shaped, sloping hood which covers firebox area and joins a 10-in.-sq. flue housing that contains an 8-in. round steel flue. A sliding collar fits over upper part of flue to form correct fit with most room heights.

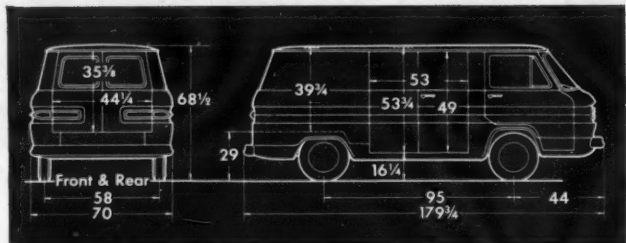
Accessories include venting elbows, flue and flue housing sections,



a power draft, insulated steel panels to replace glass panels in installations where it is preferable to situate fireplace close to wall instead of nearer center of room. Deeptone grey wrinkle enamel finish on hood and flue housing, with white porcelain-enameled hearth. The Majestic Co., Huntington, Ind.

NEW SPACE AND SPUNK AT LESS EXPENSE!

# TOTALLY ★★★★★ NEW CHEVROLET CORVAN MADE TO MEASURE FOR MORE EFFICIENT DELIVERY DUTY!

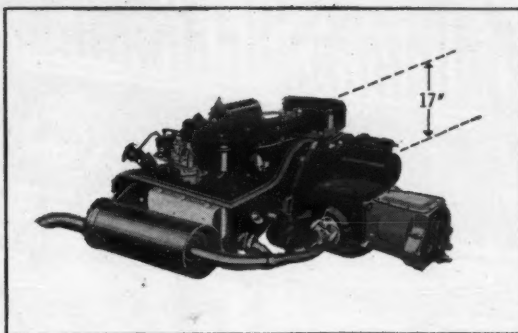


Measurably more load space than conventional half-tonners! Cargo area is almost 10 feet long, thanks to rear-engine design which eliminates the hood.

Size up a new Chevy Corvan 95 and you'll see scores of features and dimensions that measure up to a new standard of profit-producing performance. Look at the whopping-big load space, for instance, made possible by the efficient rear-engine no-hood design. Or check the nearly even weight distribution, front and rear, that enables a Corvan to carry up to 1,700 lbs. of payload with a 4,600-lb. GVW.

Note, too, the short 95-inch wheelbase that pays off in nimble maneuvering and easy parking. And, while you're at it, try Chevrolet's newest engine, Corvan's rear-mounted aluminum Turbo-Air 6. Feel its fleet power and don't forget that it never needs antifreeze or radiator repairs! (Tucked between the rear wheels, it stays out of the way and stays on top of fuel costs, too.)

But above all, don't miss the *quality* that's been engineered into this new panel. It shows up everywhere, but particularly in the chassis and body construction. In the tough integral floor-frame assembly, in the smooth independent 4-wheel suspension, and in built-to-last features like the two-position metal



Corvan's rear-mounted "pancake" 6 measures only 17" high, top to bottom; it allows maximum load space in truck interior and lower loading height; and it packs plenty of power to boot!

door checks and sturdy double-walled doors.

For eye-opening evidence of Corvan's unmatched utility, take a tape with you when you visit your Chevrolet dealer's and measure these advantages for yourself:

**SPACIOUS DRIVER COMPARTMENT.** Wide, unobstructed floor, plenty of leg room and head room. Full-width seat, 59¼" wide, is optional at extra cost.

**BIG SIDE DOUBLE DOORS.** They open so wide that you can load a 4' x 4' crate with ease! (Right-side doors standard; left-side doors optional at extra cost.)

**EASY-LOADING REAR DOORS.** These double doors are big enough (and open wide enough!) to make rear-end loading a breeze!

**LOW LOADING HEIGHT.** Only 16¼" at the side, only 29" at the rear (unloaded). Saves you work!

**HIGH INTERIOR.** Interior height is a full 4½ feet; that means more convenient cargo handling.

Your Chevrolet dealer can brief you fully on this new answer to more profitable deliveries, so see him soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

## Improved TAPPAN Electronic Range

Features announced by Tappan for its electronic range include a new Microtron, microwave heating unit made by Electron Tube Div., Litton Industries. This power pack consists of a magnetron, high voltage and filament and isolation transformers, electromagnet and filter assembly.

Continuous wave magnetron, heart of Microtron unit, has a nominal power output of 1000w at 2450 mc. New design and processing techniques are said to account for increased reliability. These developments also make possible the "instant" 6-sec. warm-up time, according to Tappan.

Complete Microtron unit generates microwave energy used to cook food, operates from standard 220v, 60-cycle AC power source. It is water cooled by a sealed supply within range. In microwave cooking, "heatless" radio frequency waves are converted to heat when absorbed by food. Oven itself and plate on which food is cooked are cool. Shrinkage and loss of food moisture is said to be much less than if prepared conventionally.

It is also suitable for defrosting frozen foods. Pre-cooked frozen meals take only 4 minutes.

It is same size as conventional built-in cooking equipment and can be installed easily as a built-in or stack-on unit.

Built into these units are easy-to-reach-and-read recipe files that can be consulted as meals are being prepared.

Price: \$795. The Tappan Co., Mansfield, Ohio.



## 1961 CHEVROLET STURDI-BILT TRUCKS

CHEVROLET

MARCH 6, 1961

## new products

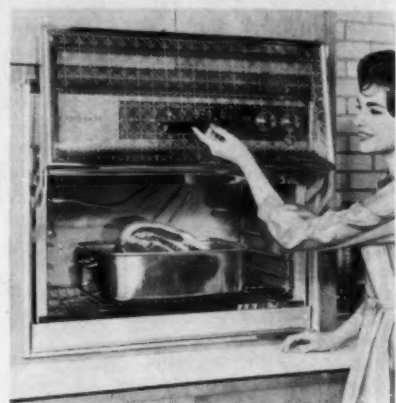
CONTINUED

### FRIGIDAIRE Built-In Oven

Frigidaire announces built-in Flair wall ovens, No. 5, RBGB-335 Custom Imperial, and RBGB-330 Deluxe, about 30 in. wide with a glass door that glides up out of the way instead of swinging down. Like its free-standing counterpart, the Flair wall oven is finished in chrome, satin chrome, aluminum and touches of color on the full-width control panel.

The oven door is made of 2 panes of heat-tempered glass enclosed in a bright chrome frame; an open-circle filigree pattern is traced in white on the outer pane; sturdy metal arms mounted on either side of oven swing the counterbalanced door out slight-

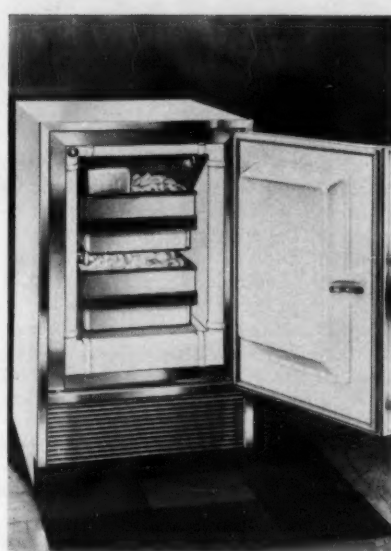
ly, then up out of the way. The door releases and tilts forward so that the inner panel can be cleaned as easily as the front. The oven interior is finished in gray porcelain enamel on steel and features chrome



shelf guides which can be removed in seconds for cleaning oven walls. **Custom Imperial RBGB-335** features Frigidaire's hi-walled spatter-free broiler grill as standard equipment. Above the oven is a full-width glass-fronted control panel; below is a full-width fluorescent lamp which slants forward providing illumination and serving as a heat baffle. It has automatic oven controls, electric clock, automatic broiler switch; automatic meat-tendering thermometer and automatic time signal.

**Deluxe RBGB-330**, has all basic features of top model.

An optional rotisserie is also available. Both models fit into an opening 30 5/16 in. wide, 26 in. high and 18 1/2 in. deep. Can be installed at countertop height; fits standard 33-in. cabinet. *Frigidaire Div., General Motors Corp., Dayton 1, O.*



### SUB-ZERO Ice Maker

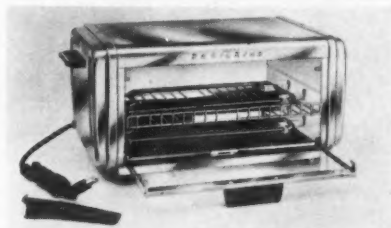
No. 200 UCL-1 automatic ice maker is self-contained, designed for use as a free-standing or built-in unit. It has 340 crescent-shaped ice cube capacity per day. It is completely automatic—no trays to fill, no pans to empty. A control lever automatically starts ice maker when cubes are removed and continues to make ice until storage bin is filled to predetermined level.

It has laminar Fiberglas insulation. Removable front panels make it possible to change the color scheme to match any new decoration in the room. Lift-off front grille provides easy access to compressor. Comes in white, pink, yellow or green. Overall dimensions: 34 1/2 x 18 x 24 in. *Sub-Zero Freezer Co., Inc., Madison, Wis.*



### WASTE KING UNIVERSAL Range

A drop-in electric range is announced by Waste King. It fits a 2-sq.-ft. area; features Henry Dreyfuss design. In a choice of white or 5 decorator colors. Removable panels allow it to be random mounted in the center of counter or at either end. Roast Guide on Imperial models provides automatic oven control. *Waste King Corp., 3300 E. 50th St., L. A.*

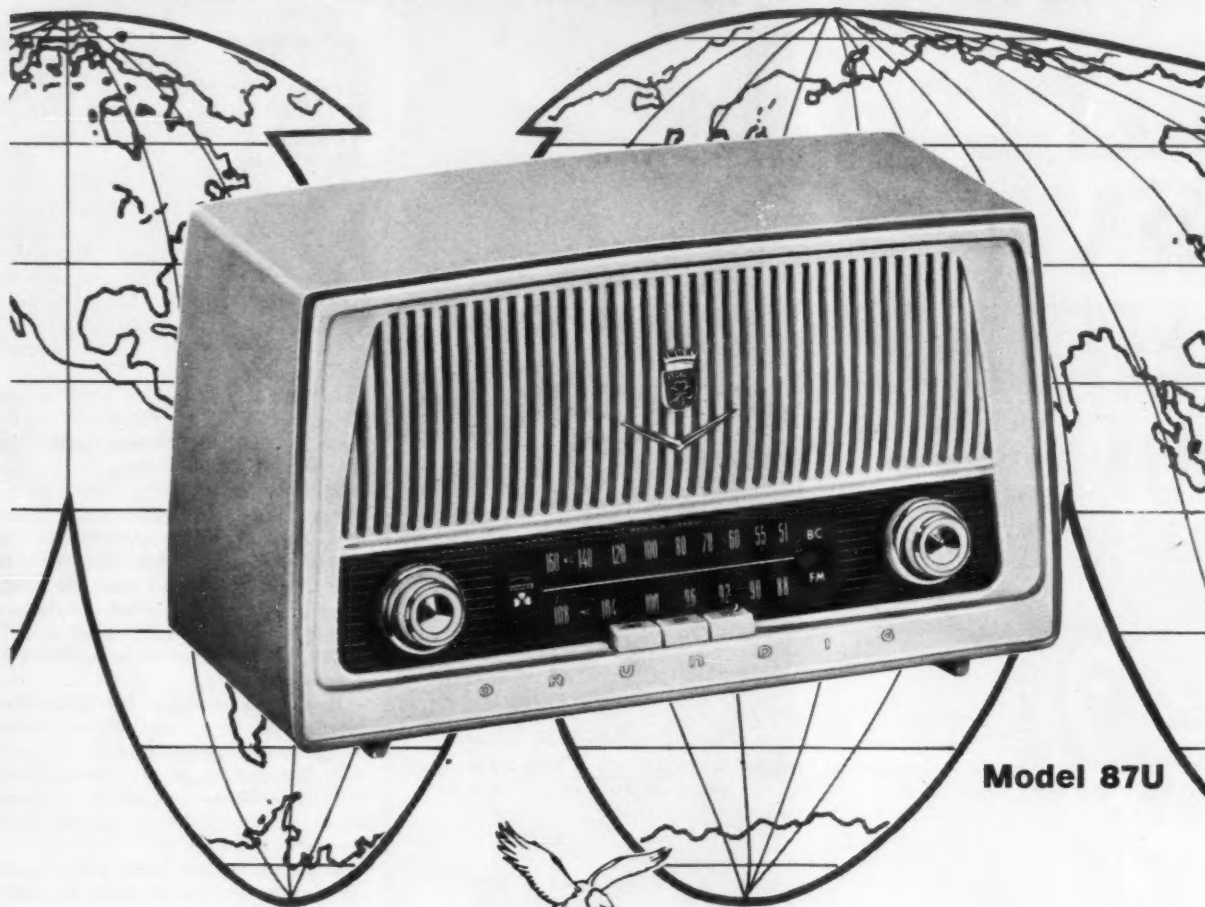


### BROILKING Broiler-Oven

No. 890D has 2 removable 750w Calrod heating elements, adjustable for varying thicknesses of food.

It bakes, broils, fries, toasts, warms, defrosts. Simultaneous "sudden sear" of top and bottom of food surfaces seals in juices. Has oven-type glass door and enamel tray. Steel, triple chrome plated, 21x11x9 1/2 in.; 1500w. *International Appliance Corp., 920 Stanley Ave., Brooklyn 8.*

## No. 1 in 128 lands!



Model 87U

## Grundig Majestic

### World's Best-Selling, Low-Priced FM-AM Table Radio

It figures. This popular best-seller has what people want: It's made better . . . built in the world-famous tradition of West German precision craftsmanship. It performs better . . . brings in distant FM and AM stations loud and clear. It sounds better . . . with the incomparable "Superphonic" permanent dynamic speaker that produces rich, room-filling sound (separate tone controls, too!). It looks better . . . clean, smart, uncluttered lines that

deserve an honored place in any room. It's priced better . . . well within the means of every customer you have.

Isn't the Grundig-Majestic Model 87U just what you want for volume selling? Order it now . . . and check all of the other magnificent Grundig-Majestic high fidelity products in the spectacular "Stereo-Sixties" line.

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## PEOPLE

### IN THE NEWS

**Hamilton**—Guy V. Sweet Jr. was named regional representative for the home laundry division in the northwestern area. He had been associated with the company in various capacities including district engineer in the contract department.

**Westinghouse**—Helen A. Dawson, who received her master's degree in home economics from Ohio State University, has joined the Home Economics Institute. She will be in charge of testing electric housewares and other portable appliances.

**Warman Precision Products**—Irv Silverstein was elected vice president in charge of marketing and sales for the distribution of tape recorders and hi-fi equipment. For the past 12 years he was a sales executive with the DeJur-Amsco Corp. and sales manager of the Dura Electric Lamp Corp.

**Westclox**—Robert C. Shea, previously field sales manager for consumer products, was appointed marketing manager. He succeeds H. T. Millikin, who was appointed special assistant to Roland B. Hally, vice president and general manager.

**Philco**—Morgan A. Greenwood was named general manager of the commercial laundry department. He had been manager of the Philco-Firestone account.

**Chrysler Airtemp**—Lee Epley, formerly sales promotion and advertising manager, was appointed district manager of the same division.



Silverstein  
of Warman



Epley  
of Airtemp

ing manager in the Airtemp division, was appointed director of those activities succeeding Richard R. Routh Jr. who joined the New York office of Grant Advertising, Inc. Arnold Kawsy was appointed room air conditioner district manager of the same division.

**RCA**—Thomas W. Lentz was appointed manager, sales planning and development—radio and "Victrola," RCA Sales Corp. He had been manager of national sales accounts. He succeeds Bryce S. Durant who had been named manager, product planning and development.

**Sylvania**—Roland H. Martin was appointed district sales manager of the Sylvania Home Electronics Corp. in San Francisco, the Pacific Northwest and Hawaii. He was succeeded as manager of the San Francisco branch by Harry H. Marco.

**Trav-Ler Radio Corp.**—Jack Izenstark was named head of Trav-Ler Electronics, Inc., new wholly owned subsidiary and direct factory branch in Chicago. He was Chicago district sales man for Webcor Sales, Inc.

## DISTRIBUTOR APPOINTMENTS

**ADMIRAL**—Legum Distributing Co., Baltimore.

**SESSIONS CLOCK CO.**—Van Brauman & Co., Dallas, as manufacturer's representatives in Texas, Oklahoma, Louisiana and Mississippi.

**REEVES SOUNDCRAFT CORP.**—Newhope Corp., New York, as sales representatives for the greater New York area.

**TRAV-LER**—Trav-Ler Electronics, Inc., Chicago, as a factory branch for the Chicago metropolitan area.

### NEW PROFIT MAKERS!!

**Cordomatic® Reels**

AUTOMATICALLY  
RETRACTING

Cordomatic Reels feature savings, safety, convenience...make your selling job easier and more profitable.

Quicker turnover and higher profit margin. Unequaled guarantee and service. Productive advertising and merchandising backing.

**NEW! HANDY-LITE REEL**  
1001 uses — all around the house  
A brand new sales maker... automatic light and power, when and where it is needed — indoors or outdoors, home workshop, patio, garage — all around the house. Cord locks at any desired length, up to 20 feet, retracts automatically into case when not in use; built-in electric outlet in pistol-grip handle; mounts on ceiling or side wall; Model 500, \$8.95 retail.

**NEW! MOBILE-LITE REEL**  
Designed for modern living  
... completely portable illumination and power all around the house — basement, workshop, garage, attic, patio, etc. Includes built-in electric outlet. Simply plug in and carry Mobile-Lite to point of use. Swivels in any direction; cord locks at any desired length up to 20 feet and automatically retracts when not in use. Completely portable, can be set on table or hung on wall. Accommodates 150 Watt sun-lamp, floodlight, spotlight or incandescent bulb.  
Model 505, \$10.95 retail.

**NEW! PORTABLE OUTLET REEL**  
A happy solution to placing an electric outlet where one isn't — carry electric outlets to where they are needed — indoors or outdoors — home, workshop, patio, garage. A real profit maker, its cord extends to 15 feet, locks at any desired length and retracts into attractive reel housing when not in use. 3-way outlet operates 3 household appliances or tools at once... completely portable, can be set on table or hung on wall. Decorator styled for use anywhere. Fully guaranteed — quality built for long service. Available in Desert Beige, Ebony Brown, and White. Models 510D, 510E, and 510W. \$8.95 retail.

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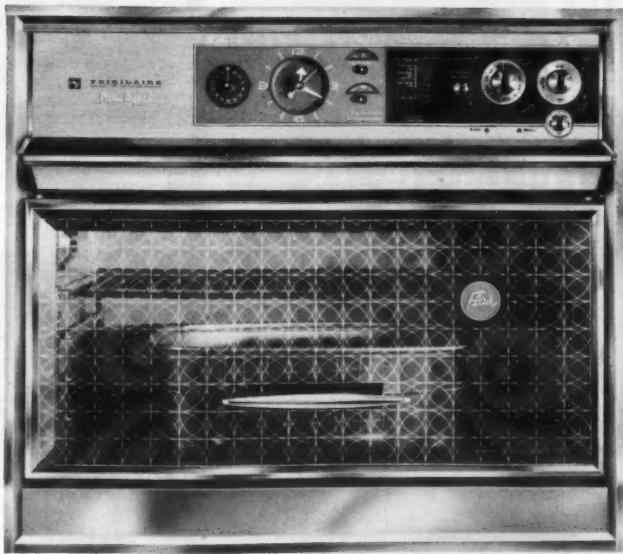
America's Leading Manufacturers of Automatic Cord Reels for Home and Industry Since 1929

MARCH 6, 1961

In **1960** fantastic *Flair*

now in

**1961** dazzling,  
*Flair* new-fashioned Frigidaire  
*Flair* Wall Ovens too!



Custom Imperial RBGB-335

Now you can offer something daringly different for new or remodeled kitchens. Frigidaire Flair Wall Ovens offer the same feminine styling that homemakers love in the Flair Range. Custom Imperial and DeLuxe models available, differing only in top-of-the-line features. Frigidaire Division of General Motors, Dayton 1, Ohio.

ranges

(only from Frigidaire)

(again—only from  
Frigidaire)



Exclusive See-In, Glide-Up door makes cooking, cleaning easier. DeLuxe model RBGB-330 shown.



**FRIGIDAIRE** *Advanced Appliances designed with you in mind*  
PRODUCT OF GENERAL MOTORS

# How To Compete Better In Foreign Trade

The United States, long a major exporter of household appliances, is facing increasing competition in world markets because of the economic resurgence of Western Europe and Japan and widespread import controls imposed by foreign countries for protection.

A Department of Commerce publication—"Major Household Appliances"—has been issued as a marketing aid for industry. It measures U.S. trade potential in household appliances in about 30 countries and suggests some guidelines for increasing this business.

First items for consideration by manufacturers are the various mar-

keting factors which affect sales abroad, aside from foreign competition and trade barriers. Some of these include:

- Import controls usually are more strict in less-developed countries, which, unfortunately, afford the best potential markets. These controls are necessary to protect the countries' balance-of-payment positions and to assure a steady supply of the goods essential to their emerging internal economic development programs.

- Suitability of appliances to the particular foreign market is probably the most important factor in sales abroad. Often, a slight and easily made product modification which caters to some important na-

tional peculiarity will greatly increase sales.

- Electric current characteristics of each country or area must be considered, since they often are different from those of the U.S. A transformer is not the remedy for all electrical problems since it does not affect the difference in cycle frequencies, the most critical problem. When 60-cycle appliances are operated on 50 cycles, all machines having timing devices, or operated by motors, will run slower and longer for any given setting or may burn out on some appliances.

- Credit terms are all too frequently the deciding factor which hands business to foreign competitors. Be-

cause governments of American competitors guarantee against losses, they can give longer credit terms than American manufacturers. When contrasted with a U.S. exporter's demand for payment in advance or upon receipt of a product the advantage to a foreign competitor is enormous.

**Consumers abroad** still show a marked preference for appliances of U.S. manufacture because of styling and technical advancements. Canada and Venezuela have been and will continue to be our best customers. But there are other countries with varying degrees of market potential. For example:

**BRAZIL**—The potential here is enormous, particularly in the areas beyond the states of Rio de Janeiro, Sao Paulo and Minas Gerais. Although export is not advisable because of high import duties and unfavorable exchange, there are no restrictions placed on direct investments by foreign companies, nor is local capital participation required.

**PARAGUAY**—A strong consumer preference for U.S.-made electrical appliances makes this country a good potential for exports. It is expected that the advance deposit system for imports will be liberalized or abolished, lessening the price disparity between Argentine and U. S. products. The small domestic market, however, makes any direct investment or licensing arrangement unprofitable.

**ITALY**—The low saturation of the domestic market and expected sales to traditional and common markets substantiate a forecast of steady expansion in production and sales. Cost reduction through new plants and equipment and consolidation of production facilities are expected to increase Italian chances of competition. Licensees or subsidiary corporations make most of the well-known U.S. brands because of the high freight and custom duty charges.

**THE NETHERLANDS**—Some of the economy measures introduced in 1958 to reduce public and private expenditures have been rescinded and relief is now in sight. Direct investment is welcomed and, although it is not required, local capital participation is practicable. The greatest potential market exists for refrigerators. Compressor machines are becoming increasingly popular, and American mass-production methods and manufacturing experience are desired.

**SPAIN**—A dark horse. Watch for further liberalization of present import controls. Its economic isolation and consequent lack of foreign competition make it an area of great potential.

**MALAYA**—Now that import and dollar restrictions have been removed, sales of highly regarded American appliances, especially refrigerators, should increase. Potential also exists for sales through subsidiaries or licensees of American manufacturers.

**Other possibilities**, too involved to describe here, are listed in this useful 149-page bulletin. Copies of "Major Household Appliances" are available from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. Price is 75 cents.

## ONLY OLYMPIC HAS THE RIGHT COMBINATION

### 166 MODELS...FULL PROFITS ...AND DEALER'S CHOICE!

With Olympic's exclusive Dealer's Choice, you dial your own "combination of combinations!" You choose the popular TV, Stereo and Radio features that your own customers want. You choose the right Demos and Styling to clinch sales. You choose from the widest price range...\$249.95 to \$995. You give extra values and you get full markup in every Olympic combo...including new "dividend price" models that will outshine competition! Sell 'em with the industry's most successful Pricing-Merchandising formula...profit-safe for '61!



# Olympic.

DIVISION OF THE SIEGLER CORPORATION

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Olympic Radio & Television • Olympic Building • Long Island City 1, N. Y. • World's Leader in Combinations • TV • Stereo • Hi-Fi • Radios • Phonographs



Model KC88



Model KA98



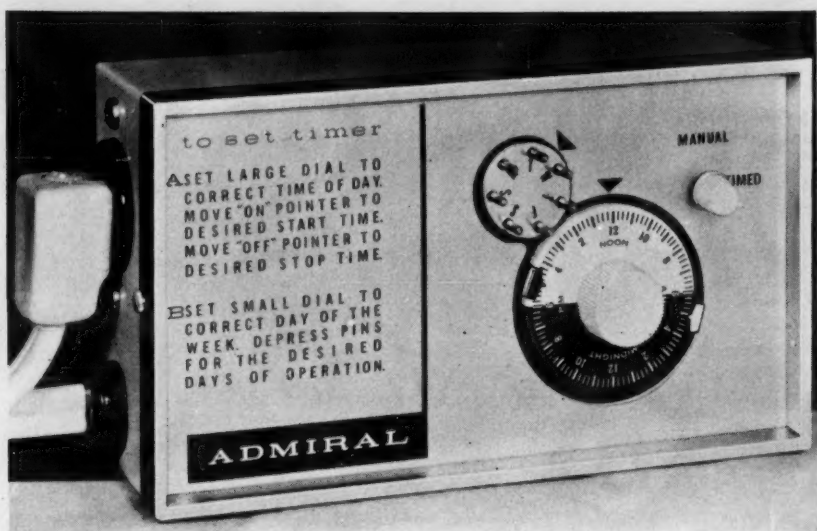
Model KL118



Model KC26P



DIAL YOUR  
OLYMPIC DISTRIBUTOR  
— GET THIS DISPLAY!  
It "sells" combination  
values that open your  
customers' wallets!



## COOLING IN ADVANCE

Admiral's air conditioner timer (\$20 list) permits owner to turn on cooling at pre-selected hour and day before he returns home.

## Philco Answers Service Gripe

The Indiana Electronic Assn. board of directors had charged that no manufacturer (but specifically Philco) was justified in establishing service rates and policies for independent dealers.

Philco answered simply that (1) independent servicemen and retail servicing dealers were showing increasing enthusiasm for the program and (2) that company labor rates were "equitable."

The program, which started Dec. 15, 1960, offers the consumer free

labor on television repairs during the standard 90-day warranty period on a nationwide basis across Philco's entire line. All 17- and 19-inch portables are covered for "carry in" service for \$1.75; "in-the-home" service for table models, compacts and consoles costs \$4. These charges are added to the list price. In return, Philco pays servicemen directly for labor during the warranty period.

The rate of payments, pointed out Henry Paiste Jr., Philco director of consumer relations and service, are "equitable to a national rate schedule, which includes travel time, preparation time and active time in trouble shooting and repairing the set."



**CASWELL SPEARE** PUBLISHER

**DALE R. BAUER** ADVERTISING SALES  
MANAGER

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**ATLANTA:** Raymond K. Burnet, 1375 Peachtree St., N.E., Atlanta 9, Ga., (Atlanta) 875-0523.

**CHICAGO:** Robert J. Scannell, Edward J. Brennan, Bruce Tepaske (HGDB), 520 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.

**DALLAS:** John Grant, 901 Vaughn Bldg., Dallas 1, Tex., RI. 7-5117.

**HOUSTON:** Joe Page, W-724 Prudential Bldg., Houston 25, Tex., JA. 6-1281.

**LOS ANGELES:** Noel Humphrey, 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.

**SAN FRANCISCO:** Thomas H. Carmody, 68 Post St., San Francisco 4, Cal., DO. 2-4600.

**PORTLAND:** Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

# Have you seen the lady's shaver rated best?

The Lady Ronson Superbe (rated best\*) has enormous appeal to women because of these exclusive features. No other shaver has two separate actions—gentle Trimette action for underarms, firmer Beauty Glide for legs. The Lady Ronson Superbe is designed like a little jewel, and comes in a velvet gift case. Suggested retail \$19.50. If you aren't carrying the Lady Ronson Superbe, attach this ad to your letterhead. Ronson will send you all the facts you need to add this profitable item. Appliance Product Mgr., Ronson Corp., 1 Ronson Road, Woodbridge, N. J.

\*RATINGS AVAILABLE ON REQUEST



**LADY RONSON SUPERBE**

**CONVENIENT  
EVERY-MONDAY  
FREQUENCY...  
EASY-TO-READ  
EDITING**

**SPECIALIZED  
WRITTEN ABOUT  
THIS BUSINESS ONLY...  
BY PROS FOR PROS  
NEWS IN DEPTH  
ALL THE FACTS,  
AND WHAT THEY MEAN  
TO YOU**

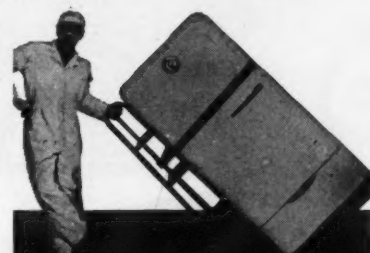
EVERY MONDAY THE PROS READ  
**ELECTRICAL  
MERCHANDISING WEEK**



**for on-time-  
every-time  
delivery**



CALL 984  
**GraybaR**  
FIND US FAST IN THE YELLOW PAGES



*It's so easy*  
to deliver appliances  
with an  
**EASLOAD**  
Safely handles an  
800 lb. load



Cut delivery costs with Easload. The only truck that takes the weight off the man and balances it on large retractable wheels where it belongs.

- Tubular slide runners
- Protective rubber pads
- Positive ratchet-type cincher
- Large ball bearing wheels cushioned on 10 x 2.75 tires

Order Easload today — on MONEY BACK GUARANTEE of satisfaction (F.O.B. L.A.)... only \$57.50  
Celson Equipment & Supply Co.  
1317 Willow Street, Los Angeles 13, California

**EASLOAD APPLIANCE TRUCKS**

# TAGGED

## NEW HOTPOINT ALL-FABRIC TOUCH COMMAND WASHER

*Amazingly Simple...Simply Amazing...  
It's All-Pushbutton!*

One look at the new 1961 Hotpoint Touch Command automatic tells you here's a washer designed for modern washing—and profitable selling. Set in its unique free-span control panel are pushbuttons for every washable, just touch the one that matches the fabric load, and Hotpoint takes over. Your customer gets proper wash and rinse times, temperatures and speeds for anything from diapers to delicate synthetics—automatically... at the touch of a single button. And Touch Command comes in distinctive new Windsor Gray! Sell up to the all-new Hotpoint Touch Command for 1961!

*Check all these other powerful step-up features:*

**Automatic Dual Dispenser** for bleach, rinse conditioner

**Wrinkle-free washing** for all fabrics

**Full-time Underwater Lint Filter**

**3-Level Fill Control** saves water on partial loads

**Automatic detergent dispenser**

**4 Indicator Lights** lets you see progress of wash cycle

**Distinctive New Free-Span Design!**



Custom Crest Pair  
Models LW195—LB195

**ONLY HOTPOINT GIVES YOU  
SUCH A COMPLETE LINE**

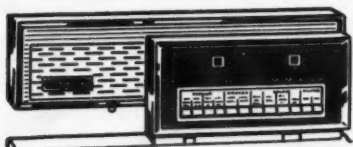
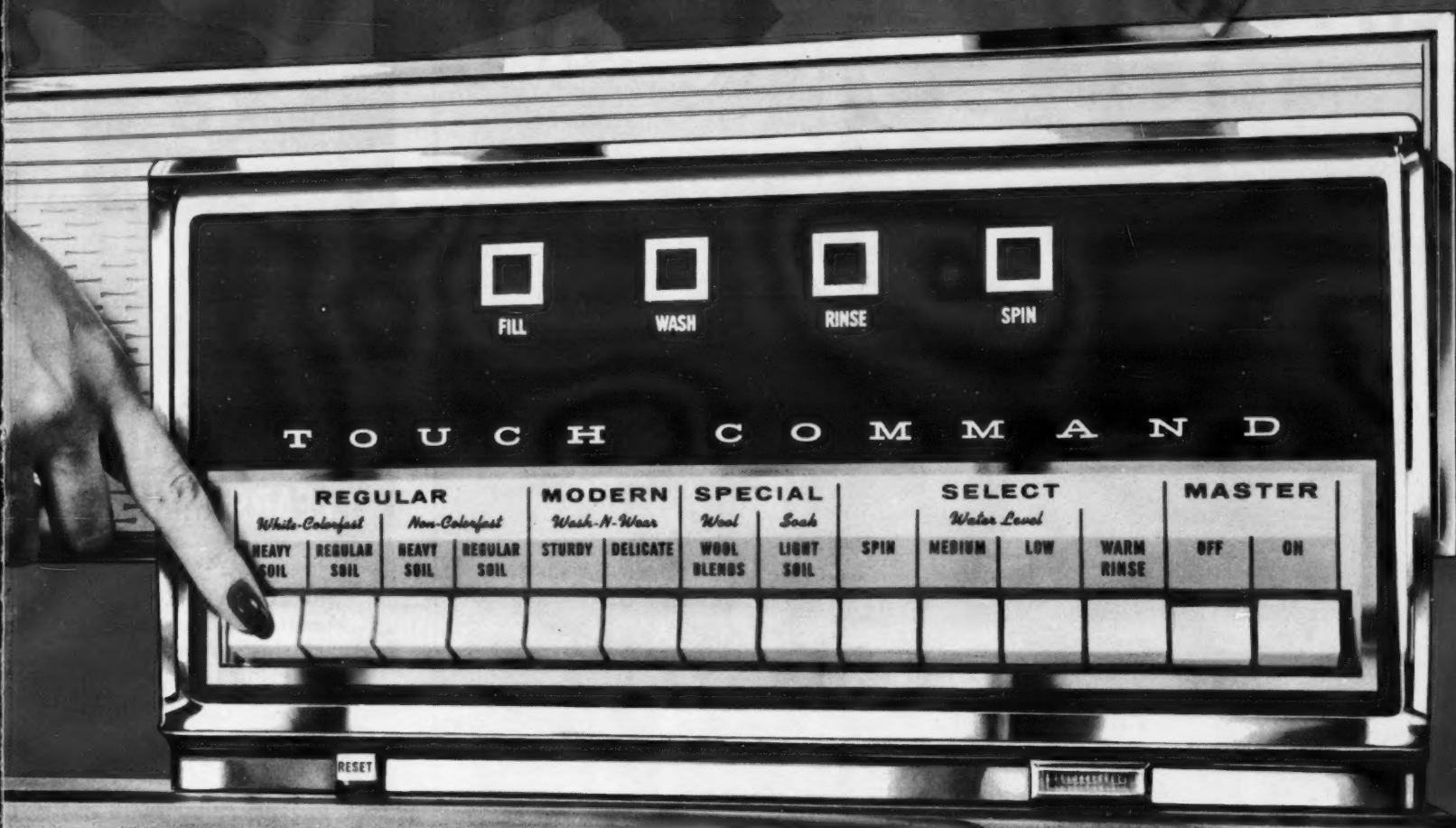
*and every model is  
ALL PORCELAIN  
inside and out!*



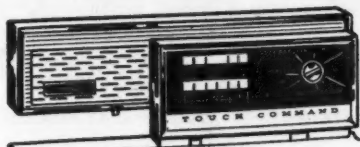
# Hot

A Division of General Electric Company  
Chicago 44, Illinois

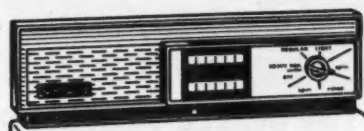
# R Profit!



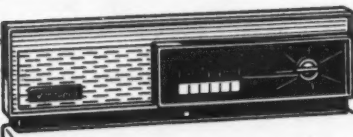
Model LW190—Touch Command all-pushbutton washing with Free-Span styling.



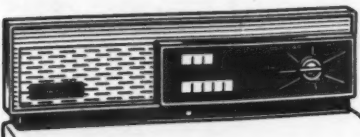
Model LW180—Touch Command pushbutton and 3-cycle dial control ...with Free-Span styling.



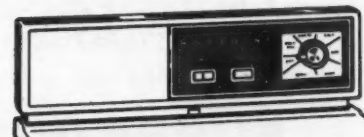
Model LW170—Four-speed flexibility plus 6 combinations of water temperatures.



Model LW160—Two wash and spin speeds plus full selection of water temperatures. Available with Suds-Stor Water Saver, Model LW1606.



Model LW141—Six combinations of water temperatures, 3-way partial load control, 3-cycle dial.



Model LW140—Pushbutton water temperature selection, partial load control. Available with Suds-Stor Water Saver, Model LW1406.

# point

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS  
DISPOSALL® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

# EUREKA '61 SALES POWER

**Now! Vibra-Beat at  
Lower, Popular Prices!**

## MODEL 980-A

- ✓ Over 1 H.P. motor—powerful, efficient
- ✓ Double-size, disposable Sanitized dust bag
- ✓ Deluxe 10 pc. cleaning accessories set
- ✓ Clip-On tools
- ✓ Swiveling hose connection
- ✓ Unbreakable nylon hose
- ✓ Power adjuster
- ✓ Ball bearing wheels
- ✓ Carrying handle
- ✓ Vinyl bumpers



**DIRT CAN'T HIDE FROM IT!**

## Vibra-Beat

... beats out dirt ordinarily left in the rugs!



**DUST CAN'T ESCAPE FROM IT!**

## TRIPLE-FILTER traps / traps / traps

... dust ordinarily blown back into the room!

**LOCKS IT IN!**

## A Sanitized DUST BAG

Impregnated with germ fighter to inhibit bacteria growth.

## HERE'S THE DEALER PROFIT POWER PICTURE

There's no competition for this money-maker! It has all the deluxe features! AND—you can sell it at a price to meet and beat anything on the market and *still make an honest profit!*

No tricky pricing. No "rigged" deals. No price leaders tied to merchandise you can't sell. Eureka has a full step-up line with a solid dealer profit all the way up!

**EUREKA IS  
RED HOT**

**AND SALES POWER FEATURES IS WHY!**

**TURN ON THE SALES POWER TODAY!**

Eureka Williams Company  
Bloomington, Illinois.

Gentlemen:

I want to find out how a dealer sells more and makes more with the Eureka Sales Power line.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

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*This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING WEEK assumes no responsibility for errors or omissions.*

## MERCHANDISING SUPPLEMENT SECTION

FAMOUS

## Mend-it-sleeve



Permanently splices broken wires and coils in electric appliances, automotive and industrial equipment. Make repairs and splices quickly, cheaply. 5 sizes.

Just insert wire ends and crimp tight with ordinary pliers.

WRITE FOR CATALOG & FREE SAMPLE

**MEND-IT SLEEVE MFG. CO.**

3125 Gloria Terrace Lafayette, California

**ONLY**

**1**



**DISPOSER  
AUTOMATICALLY  
CLEARS JAMS**

... it's RCA WHIRLPOOL  
Model SHD-31 with  
exclusive automatic  
reversing system



Efficient  
RCA WHIRLPOOL  
grinds up food  
waste including  
bones, shells

... but, if a jam  
should occur  
at start or during  
operation



... the action  
automatically  
reverses and frees  
wedged particles

... then, the RCA WHIRLPOOL  
continues to grind, even when  
running in reverse. Helps solve  
customer irritating jam-ups and  
troublesome service calls.



ST. JOSEPH, MICHIGAN

Manufacturer of  
RCA WHIRLPOOL  
home appliances

**Your greatest asset is  
our quality performance**

Use of trademarks and RCA authorized by  
trademark owner Radio Corporation of America

## Is Your Next Move To Outdoor Market?

CONTINUED FROM PAGE 7



### Seeds, Weeds And Bugs Send Sales Totals Up

Bugs, fungi, weeds, fertilizers, flower and garden seeds, bulbs and lawn seeds cost weekend gardeners \$555 million in 1960. And nobody in the business expects sales to go anywhere but up this year.

Most of the \$80 million worth of bulbs, flower and vegetable seeds sold last year were sold direct to supermarkets, mail order houses and hardware and garden supply outlets. There's little price competition in the flower and vegetable end of the seed business and virtually no co-op advertising or dating programs.

The bulk of the lawn seed business is still done through the traditional hardware and garden supply outlets, though the current trend is for more to be sold through supermarkets and variety chains. And with the trend comes price competition. There's no single source for grass seed sales in the industry, but manufacturers placed last year's total between \$80 and \$100 million.

Hardware and garden supply wholesalers still distribute a little more than 80% of the herbicides, fungicides, and insecticides sold. But since the introduction of the pre-emergence crab grass killers, more chemical companies are trying to go direct. Insiders look for the trend to continue.

Little price competition exists in the \$115 million garden chemical business. "Retailers average between 35% to 40%," a manufacturer explained. "That's one reason why more garden chemicals are finding their way into department stores every year. The other reason is packaging: Retailers are realizing that our products can be an attractive as well as a necessary part of their outdoor living department."

And everybody—supermarkets, department stores and variety chains—is getting into fertilizers. Last year \$250 million worth was spread on the country's lawns and gardens.

Retailers like the 30% to 40% margins and lack of price competition, despite the short April to June selling season.

The fertilizer business is currently spread about 50-50 between direct accounts and hardware and garden supply wholesale distributors, but the trend is to direct distribution.

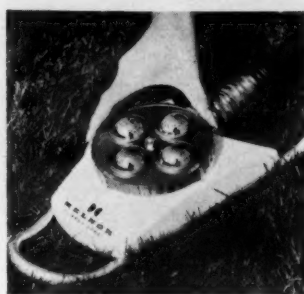
### \$100 Million Poured Into Thirsty Lawns And Gardens

That's what home owners spent last year for hose, sprinklers and nozzles to water their lawns and

gardens—\$50 million for plastic or rubber hose and another \$50 million for sprinklers and nozzles.

A little more than half of the hose business goes through hardware and garden supply wholesalers; the rest is sold direct to supers, chain stores, variety stores and auto accessory stores. Last year supermarkets got a bigger piece of the plastic hose and low-end nozzle-sprinkler pie. Manufacturers look for the trend to continue.

According to last year's estimates of hose sales, rubber hose is gaining in popularity. Plastic hose had its heyday in 1956 and 1957 when it accounted for better than 90% of the hose market. Rubber hose, rid-



ing a trend to higher-priced merchandise, now gets slightly better than 20% of the sales.

The trend is to higher-priced automatic sprinklers. Prices start at

89 cents for a low-end plastic sprayer and range up to \$49.95 for the ultra-automatic units that water the lawn, roll up the hose, and shut off when the job's done.

Sprinkler and nozzle distribution depends on the unit: Low-end merchandise is sold direct to chains and rack jobbers and the high-ticket items to hardware and garden supply wholesalers.

Manufacturers claim that margins in both the hose and sprinkler industries average "between 35% to 40%," but retailers say that growing price competition brings it "closer to 20%."

Neither industry does much co-op advertising.



Available in 3 models, combines central heat efficiency with gas heater economy.

## Number One Salesmaker for '61 Martin Duo-Vent thru-the-wall Heaters

If you want more gas heater volume, and more profits, here's the sales-tested answer. Martin introduced the Duo-Vent last season. The combination of Martin engineering, Continental Console Styling and High Fidelity Heat resulted in so much consumer acceptance and consumer satisfaction that the Duo-Vent line has been expanded to three models for 1961.

If you aren't already handling the Martin Duo-Vent series, better get the complete Martin story now. For full details on America's most complete and most profitable line of gas heating equipment, see your Martin distributor, or write direct.

See the Martin Line at the Atlanta Southeastern LPG Convention, Booths 47 and 48, and at the Chicago LPG Convention, Booths 207 and 208.



AMERICA'S MOST COMPLETE HEATING LINE



## LET THE CAT OUT OF THE BAG!

When you have news that's really too good to keep hidden, you just have to let it out. Other room air conditioner manufacturers kept theirs in the bag for '61. But not Chrysler! Today, only Chrysler offers two completely new lines. They include features like these: Exclusive Air Door that delivers cool air 50% farther with 46% less noise. Exclusive built-in Weather Seal. Exclusive reversible Decorator Front. Exclusive Universal Mounting Kit. Doesn't it make sense to offer customers something new—instead of warmed-over '60 models? Then why not call your Chrysler Room Air Conditioner Distributor for details today?

# CHRYSLER

AIRTEMP

Chrysler Corporation, Airtemp Division, Dept. BH-31, Dayton 4, Ohio

## A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
<b>FACTORY SALES</b> appliance-radio-TV index (1957 = 100)	107	108	125	14.4% down* (Sept. 1960 vs. Sept. 1959)
<b>RETAIL SALES</b> total (\$ billions)	17.7	18.0	18.1	2.2% down (Jan. 1961 vs. Jan. 1960)
<b>APPLIANCE-RADIO-TV STORE SALES</b> (\$ millions)	308	302	333	7.5% down (Dec. 1960 vs. Dec. 1959)
<b>CONSUMER DEBT + +</b> owed to appliance-radio-TV dealers (\$ millions)	292	288	310	5.8% down (Dec. 1960 vs. Dec. 1959)
<b>FAILURES</b> of appliance-radio-TV dealers	29	38	31	6.4% down (Jan. 1961 vs. Jan. 1960)
<b>HOUSING STARTS</b> (thousands)	72.0	72.5	96.0	25.0% down (Jan. 1961 vs. Jan. 1960)
<b>AUTO OUTPUT</b> (thousands)	100.5**	76.5**	153.5**	34.5% down
<b>PERSONAL CONSUMPTION EXPENDITURES</b> for furniture-household equipment (\$ billions)	18.0+	18.3+	19.2+	6.3% down (4th qtr. 1960 vs. 4th qtr. 1959)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	358.1+	357.5+	342.4+	4.6% up (4th qtr. 1960 vs. 4th qtr. 1959)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	27.2+	29.2+	22.8+	19.3% up (4th qtr. 1960 vs. 4th qtr. 1959)
<b>EMPLOYMENT</b> (thousands)	64,452	66,009	64,020	0.7% up (Jan. 1961 vs. Jan. 1960)

\*New index being used. Federal Reserve Bulletin, September, 1960 (seasonally adjusted).

\*\*Figures are for week ending Feb. 25, 1961, and preceding week (revised).

+Figures are for quarters.

+ + Federal Reserve Bulletin figures (revised).

## A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
<b>AIR CONDITIONERS, Room</b> .....	Dec.	61,500	47,600	+29.20
	12 Mos.	1,521,300	1,660,300	-8.37
<b>DISHWASHERS</b> .....	Dec.	49,800	65,100	-23.50
	12 Mos.	559,500	547,300	+2.23
<b>DRYERS, Clothes, Electric</b> .....	Dec.	80,090	86,529	-7.44
	12 Mos.	807,140	905,192	-10.83
Gas.....	Dec.	38,616	48,104	-19.72
	12 Mos.	430,827	476,583	-9.60
<b>FOOD WASTE DISPOSERS</b> .....	Dec.	50,000	77,600	-35.57
	12 Mos.	725,500	788,600	-8.00
<b>FREEZERS</b> .....	Dec.	66,800	63,200	+5.70
	12 Mos.	1,084,000	1,205,400	-10.04
<b>PHONOGRAPH SHIPMENTS</b> .....	Dec.	419,066	562,318	-25.48
	12 Mos.	4,523,385	4,303,617	+5.11
<b>RADIO PRODUCTION</b> .....	Week Feb. 17*	211,465	225,784	-6.34
(excludes auto)	7 Weeks*	1,250,882	1,337,231	-6.46
<b>RADIO RETAIL SALES</b> .....	Dec.	2,378,853	1,755,027	+35.55
	12 Mos.	10,705,128	8,897,451	+20.32
<b>TELEVISION PRODUCTION</b> .....	Week Feb. 17*	116,463	122,478	-4.91
	7 Weeks*	699,694	915,952	-23.61
<b>TELEVISION RETAIL SALES</b> .....	Dec.	768,140	701,705	+9.47
	12 Mos.	5,945,045	5,748,676	+3.42
<b>REFRIGERATORS</b> .....	Dec.	253,000	282,600	-10.47
	12 Mos.	3,406,000	3,785,000	-10.01
<b>RANGES, Electric, Standard</b> .....	Dec.	62,200	79,800	-22.06
	12 Mos.**	843,800	933,800	-9.64
Built-in.....	Dec.	51,300	67,700	-24.22
	12 Mos.***	668,700	753,000	-11.20
<b>RANGES, Gas, Standard</b> .....	Dec.	93,200	126,700	-26.44
	12 Mos.	1,474,200	1,657,300	-11.05
Built-in.....	Dec.	24,400	30,400	-19.74
	12 Mos.	341,600	355,000	-3.77
<b>VACUUM CLEANERS</b> .....	Jan.*	242,515	250,330	-6.12
<b>WASHERS, Automatic &amp; Semi-Auto</b> .....	Dec.	180,139	215,338	-16.35
	12 Mos.	2,562,183	2,934,073	-12.67
Wringer & Spinner.....	Dec.	43,392	48,898	-11.26
	12 Mos.	712,028	899,303	-20.82
<b>WASHER-DRYER COMBINATIONS</b> .....	Dec.	9,286	14,341	-35.25
	12 Mos.	151,111	196,175	-22.97
<b>WATER HEATERS,</b> .....	Dec.	47,300	43,900	+7.74
Electric (Storage)	12 Mos.	668,500	782,900	-14.61
<b>WATER HEATERS, Gas (Storage)</b> .....	Dec.	181,400	192,900	-5.96
	12 Mos.	2,661,500	2,953,600	-9.89

\*1961 vs. 1960

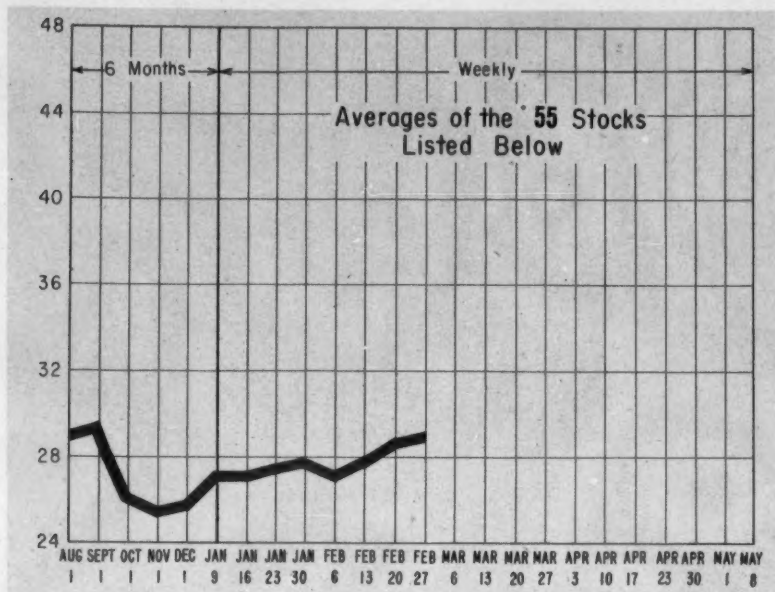
\*\*Includes revised Jan. and Nov. 1960

\*\*\*Includes revised Nov. 1960

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

# TAKING STOCK

A quick look at the way in which the stocks of 55 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.

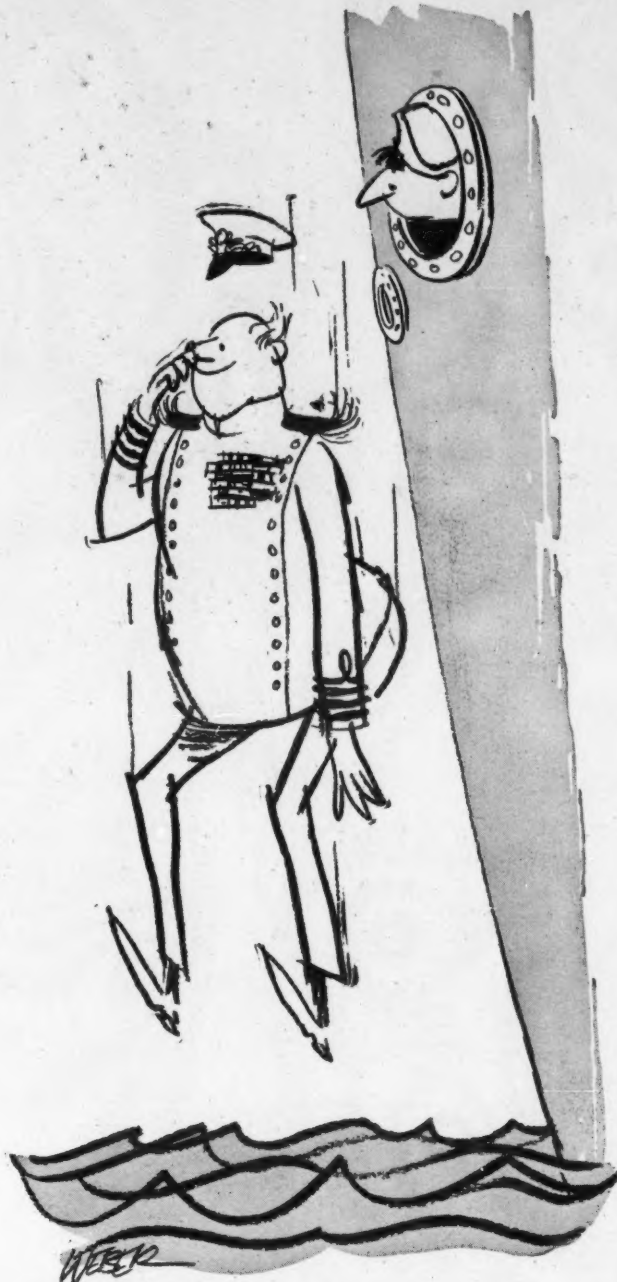


Stocks and Dividends In Dollars	1960 High	1960 Low	Close Feb. 20	Close Feb. 27	Net Change
<b>NEW YORK EXCHANGE</b>					
Admiral	23 <sup>7</sup> / <sub>8</sub>	10	13 <sup>1</sup> / <sub>2</sub>	14	+ 1/2
American Motors 1.20	29 <sup>1</sup> / <sub>2</sub>	16 <sup>1</sup> / <sub>2</sub>	18 <sup>1</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>8</sub>	—
Arvin Ind. 1	27 <sup>1</sup> / <sub>2</sub>	16 <sup>3</sup> / <sub>4</sub>	24 <sup>1</sup> / <sub>4</sub>	25	+ 3/4
Borg Warner 2	48 <sup>1</sup> / <sub>2</sub>	31 <sup>7</sup> / <sub>8</sub>	37 <sup>3</sup> / <sub>8</sub>	38 <sup>5</sup> / <sub>8</sub>	+ 1 1/4
Carrier 1.60	41 <sup>3</sup> / <sub>4</sub>	23 <sup>1</sup> / <sub>8</sub>	39 <sup>3</sup> / <sub>8</sub>	42	+ 2 5/8
CBS 1.40B	45 <sup>1</sup> / <sub>4</sub>	34 <sup>5</sup> / <sub>8</sub>	39 <sup>7</sup> / <sub>8</sub>	40	+ 1/8
Chrysler 1A	71 <sup>7</sup> / <sub>8</sub>	37 <sup>3</sup> / <sub>8</sub>	44 <sup>3</sup> / <sub>4</sub>	43 <sup>1</sup> / <sub>8</sub>	— 1 5/8
Decca Records 1.20	39 <sup>3</sup> / <sub>4</sub>	17 <sup>3</sup> / <sub>8</sub>	33 <sup>3</sup> / <sub>8</sub>	35 <sup>1</sup> / <sub>4</sub>	+ 1 7/8
Emerson Electric 1B	66 <sup>1</sup> / <sub>2</sub>	33	64 <sup>3</sup> / <sub>4</sub>	66	+ 1 1/4
Emerson Radio .37T	22 <sup>1</sup> / <sub>8</sub>	11 <sup>1</sup> / <sub>8</sub>	13 <sup>1</sup> / <sub>4</sub>	14	+ 3/4
Fedders 1B	21 <sup>3</sup> / <sub>8</sub>	15 <sup>5</sup> / <sub>8</sub>	19 <sup>5</sup> / <sub>8</sub>	21 <sup>1</sup> / <sub>8</sub>	+ 1 1/2
General Dy. 1	53 <sup>3</sup> / <sub>8</sub>	33 <sup>1</sup> / <sub>2</sub>	43	42 <sup>1</sup> / <sub>4</sub>	— 3/4
General Elec. 2	99 <sup>7</sup> / <sub>8</sub>	61 <sup>1</sup> / <sub>8</sub>	65 <sup>3</sup> / <sub>8</sub>	65	— 3/8
General Motors 2	55 <sup>7</sup> / <sub>8</sub>	40 <sup>1</sup> / <sub>4</sub>	43 <sup>5</sup> / <sub>8</sub>	44 <sup>7</sup> / <sub>8</sub>	+ 1 1/4
General Tel & El .76*	34 <sup>1</sup> / <sub>8</sub>	24 <sup>3</sup> / <sub>4</sub>	28 <sup>1</sup> / <sub>4</sub>	28	— 1/4
Hoffman Elec.	30 <sup>1</sup> / <sub>4</sub>	15	21	19 <sup>5</sup> / <sub>8</sub>	— 3/8
Hupp Corp. .25F	13 <sup>1</sup> / <sub>4</sub>	6 <sup>3</sup> / <sub>4</sub>	10 <sup>1</sup> / <sub>4</sub>	9 <sup>3</sup> / <sub>4</sub>	— 1/2
Magnavox 1	62	31 <sup>3</sup> / <sub>4</sub>	60 <sup>3</sup> / <sub>4</sub>	60 <sup>3</sup> / <sub>4</sub>	—
Maytag 2A	44 <sup>1</sup> / <sub>2</sub>	31	43	42 <sup>1</sup> / <sub>4</sub>	— 3/4
McGraw-Edison 1.40	45 <sup>3</sup> / <sub>4</sub>	28	36 <sup>1</sup> / <sub>4</sub>	37	+ 3/4
Minn. M&M .60	88	60	78 <sup>1</sup> / <sub>2</sub>	82	+ 3 1/2
Montgomery Ward 1	55 <sup>3</sup> / <sub>8</sub>	25 <sup>1</sup> / <sub>2</sub>	32 <sup>3</sup> / <sub>8</sub>	33 <sup>1</sup> / <sub>4</sub>	+ 7/8
Monarch .04	19 <sup>7</sup> / <sub>8</sub>	11 <sup>3</sup> / <sub>4</sub>	16 <sup>1</sup> / <sub>4</sub>	15 <sup>1</sup> / <sub>8</sub>	— 1 1/8
Motor Wheel 1	23 <sup>1</sup> / <sub>4</sub>	11	13 <sup>1</sup> / <sub>4</sub>	13	— 1/4
Motorola 1	98	60 <sup>1</sup> / <sub>2</sub>	83	86 <sup>1</sup> / <sub>2</sub>	+ 3 1/2
Murray Corp.	29 <sup>1</sup> / <sub>8</sub>	24 <sup>3</sup> / <sub>8</sub>	28	28 <sup>1</sup> / <sub>4</sub>	+ 1/4
Norris-Thermador	22 <sup>3</sup> / <sub>8</sub>	17 <sup>1</sup> / <sub>4</sub>	18 <sup>1</sup> / <sub>2</sub>	18 <sup>1</sup> / <sub>4</sub>	— 1/4
Philco	38 <sup>1</sup> / <sub>4</sub>	16	22 <sup>1</sup> / <sub>8</sub>	20 <sup>3</sup> / <sub>8</sub>	— 1 3/4
RCA 1B	78 <sup>3</sup> / <sub>8</sub>	46 <sup>1</sup> / <sub>2</sub>	53 <sup>1</sup> / <sub>8</sub>	58 <sup>5</sup> / <sub>8</sub>	+ 5 1/2
Raytheon 2.37T	53 <sup>3</sup> / <sub>8</sub>	30 <sup>1</sup> / <sub>4</sub>	37 <sup>7</sup> / <sub>8</sub>	38 <sup>7</sup> / <sub>8</sub>	+ 1
Rheem	28 <sup>7</sup> / <sub>8</sub>	12	18	16 <sup>3</sup> / <sub>8</sub>	— 1 3/8
Ronson .60	16 <sup>3</sup> / <sub>8</sub>	9 <sup>3</sup> / <sub>4</sub>	15 <sup>7</sup> / <sub>8</sub>	15 <sup>5</sup> / <sub>8</sub>	— 3/4
Roper GD	24 <sup>1</sup> / <sub>4</sub>	14 <sup>1</sup> / <sub>8</sub>	23	20	— 3
Schick	16 <sup>3</sup> / <sub>4</sub>	7 <sup>3</sup> / <sub>4</sub>	10 <sup>1</sup> / <sub>4</sub>	10 <sup>3</sup> / <sub>4</sub>	+ 1/2
Siegler Corp. .40B	43	23 <sup>5</sup> / <sub>8</sub>	30 <sup>7</sup> / <sub>8</sub>	30 <sup>3</sup> / <sub>4</sub>	— 1/8
Smith A. O. 1.60A	53 <sup>3</sup> / <sub>8</sub>	29 <sup>3</sup> / <sub>4</sub>	32 <sup>1</sup> / <sub>4</sub>	33	+ 3/4
Sunbeam 1.40A	64 <sup>1</sup> / <sub>2</sub>	48 <sup>1</sup> / <sub>2</sub>	50 <sup>1</sup> / <sub>2</sub>	47	— 3 1/2
Welbilt .10E	7 <sup>7</sup> / <sub>8</sub>	4	5 <sup>1</sup> / <sub>4</sub>	4 <sup>7</sup> / <sub>8</sub>	— 3/8
Westinghouse 1.20	65	40 <sup>5</sup> / <sub>8</sub>	44 <sup>5</sup> / <sub>8</sub>	44	— 5/8
Whirlpool 1.40	34 <sup>7</sup> / <sub>8</sub>	22	31 <sup>7</sup> / <sub>8</sub>	32 <sup>3</sup> / <sub>8</sub>	+ 1/2
Zenith 1.60A	129 <sup>3</sup> / <sub>8</sub>	89 <sup>1</sup> / <sub>8</sub>	105	114 <sup>1</sup> / <sub>2</sub>	+ 9 1/2
<b>AMERICAN EXCHANGE</b>					
Casco Pd. .35E	10 <sup>1</sup> / <sub>4</sub>	6 <sup>3</sup> / <sub>4</sub>	10 <sup>1</sup> / <sub>4</sub>	10 <sup>1</sup> / <sub>4</sub>	—
Century Electric	9 <sup>7</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>4</sub>	7 <sup>1</sup> / <sub>2</sub>	7 <sup>1</sup> / <sub>8</sub>	— 3/8
Ironrite .25T	10 <sup>1</sup> / <sub>2</sub>	5 <sup>1</sup> / <sub>2</sub>	7	6 <sup>1</sup> / <sub>2</sub>	— 1/2
Lynch Corp. 87T	15	8 <sup>1</sup> / <sub>4</sub>	9 <sup>3</sup> / <sub>4</sub>	10 <sup>1</sup> / <sub>4</sub>	+ 1/2
Muntz TV	6 <sup>1</sup> / <sub>2</sub>	3 <sup>1</sup> / <sub>2</sub>	4 <sup>1</sup> / <sub>4</sub>	4 <sup>1</sup> / <sub>4</sub>	—
National Presto .60	21 <sup>3</sup> / <sub>8</sub>	10 <sup>5</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>4</sub>	20 <sup>3</sup> / <sub>4</sub>	+ 2 1/2
Nat. Un. Elec. (Eureka)	3 <sup>7</sup> / <sub>8</sub>	1 <sup>3</sup> / <sub>4</sub>	2 <sup>1</sup> / <sub>2</sub>	2 <sup>1</sup> / <sub>2</sub>	—
Pentron	6 <sup>1</sup> / <sub>4</sub>	2 <sup>1</sup> / <sub>2</sub>	5 <sup>3</sup> / <sub>4</sub>	3 <sup>1</sup> / <sub>8</sub>	— 3/4
Proctor-Silex	9 <sup>7</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>8</sub>	3 <sup>1</sup> / <sub>2</sub>	5 <sup>1</sup> / <sub>2</sub>	— 1/4
Republic Trans.	6 <sup>1</sup> / <sub>4</sub>	3 <sup>5</sup> / <sub>8</sub>	5 <sup>5</sup> / <sub>8</sub>	5 <sup>5</sup> / <sub>8</sub>	— 1/4
Telectro Ind.	21 <sup>3</sup> / <sub>8</sub>	11 <sup>1</sup> / <sub>8</sub>	13 <sup>3</sup> / <sub>4</sub>	12 <sup>3</sup> / <sub>4</sub>	— 1
<b>MIDWEST EXCHANGE</b>					
Knapp-Monarch	—	—	5 <sup>3</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>8</sub>	—
Trav-ler Radio	—	—	6 <sup>3</sup> / <sub>4</sub>	6 <sup>3</sup> / <sub>4</sub>	—
Webcor	—	—	10 <sup>1</sup> / <sub>2</sub>	10 <sup>3</sup> / <sub>8</sub>	— 1/8

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** The market continued to climb last week, with most issues reacting vigorously to the new advance in prices. At the close of the day's trading on Feb. 27, the market had recorded its highest average in 13 months with volume trading topping the 5 million mark for the fourth straight day and for the

ninth time in 1961. The EM WEEK average, too, was up; this week's listing is at 28<sup>3</sup>/<sub>4</sub>, an increase of 3/8 pt. over last week. Reasons for the favorable market picture? Business news took a decided turn upward. Among other things consumer interest has perked up—a fact that always signals renewed activity.



## GIVE UP THE SHIP!

Our altered adage for today has two meanings for room air conditioner dealers. First, it means, don't be afraid to give up a hopeless cause. Are you sinking under a load of warmed-over '60 models? Then climb aboard with Chrysler. Only Chrysler offers two completely new lines for '61. Second, if you miss the deadline for sending in a modest order, you'll literally be giving up the ship. The luxurious m/s "Bianca C" is sailing with hundreds of Chrysler Dealers on a free, fun-filled Caribbean cruise this Fall. There's still room aboard if you hurry. Call your Chrysler Distributor for details...today!

**CHRYSLER**  
AIRTEMP

Chrysler Corporation, Airtemp Division, Dept. BH-31A, Dayton 4, Ohio

An island breaks up space in the Gillette's kitchen, and saves steps. Cabinets over the island offer extra storage, open other areas in the kitchen. The adjoining lounging area has become the family's favorite spot. Toys are stored here, and the children can be watched. And there is space for a sewing machine and hobby corner.



## They build and remodel ... and then buy new appliances!

When the Riley Gillettes, farm family living near Spencer, Iowa, built a new house, Mrs. Gillette insisted on a large, square kitchen. She wanted plenty of storage space for utensils and supplies near her electric range, built-in oven, sink, refrigerator, and counter space for appliances.

Unlike the city apartment dweller, the farm family has room for every modern appliance. The family is larger, with more members to feed; eats and entertains more at home, has more work clothes to launder, requires and buys more appliances.

In the past three years, 70,000 SUCCESSFUL FARMING families have erected new homes; 930,000 remodeled, repaired or modernized homes; 310,000 improved wiring; and 980,000 bought home furnishings.

In the past eight years, their ownership of appliances has shown a sharp increase—ten times for clothes dryers, seven times for room air conditioners, and double for food freezers. They exceed the U S average of wired homes in the ownership of washing machines, freezers, ranges,

vacuum cleaners—big ticket items that afford better business for appliance dealers.

The rate at which they rebuild and improve their homes makes them a major market for major appliances, and a tremendous replacement market in the future.

They can afford appliances. For the past ten years, their average cash farm income has been about 70% ahead of the national farm average.

And since SUCCESSFUL FARMING has for fifty-nine years shown farm families how to increase their incomes and live better, this magazine has earned a degree of influence that gives every appliance advertisement in its pages unusually high readership and interested reception. If you want your advertising to sell more, put it in SUCCESSFUL FARMING.

**12 State and Regional Editions** can now be combined in any way to meet your marketing requirements, and earn cumulative rates—provide extra pressure where needed, dealer listings, publication of local prices, tests of products, prices and copy. Get the details from any SF office.

## Successful Farming

Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



ELECTRICAL MERCHANDISING WEEK

